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## Publication Activity in Itokawa approach phase of

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Hayabusa, which were in approach phase of asteroid Itokawa between last September and November, became famous because of the massive publication activities. A notable feature is that this demand of long-time publication is a the first time experience of Japanese planetary exploration. Another factor is that, because of the high attention from mass media and public websites resulted in the frequent press conferences and briefings, and these conference gained public interest more.

In JAXA, this publication activity was set by the cooperation of Public Affairs Department (HQ), ISAS publication division and Hayabusa project team. In this lecture, we describe the publication activity especially the approach phase, and propose future framework of publication of Japanese lunar and planetary exploration.