

CERN

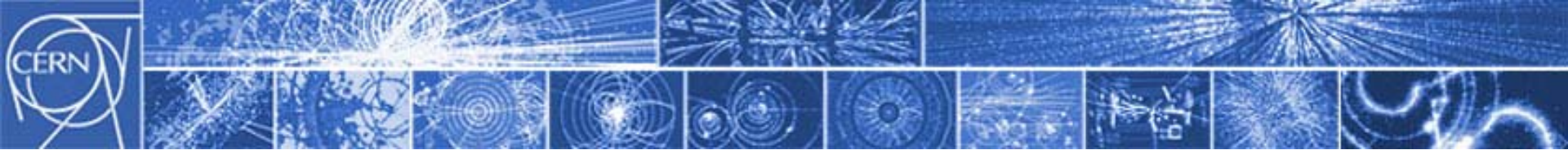
European Organization for Nuclear Research

Organisation Européenne pour la Recherche Nucléaire

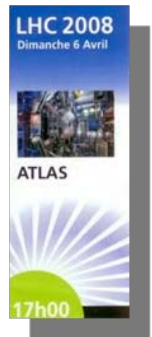
EPPOG meeting News from CERN

18 April 2008

Bernard Pellequer



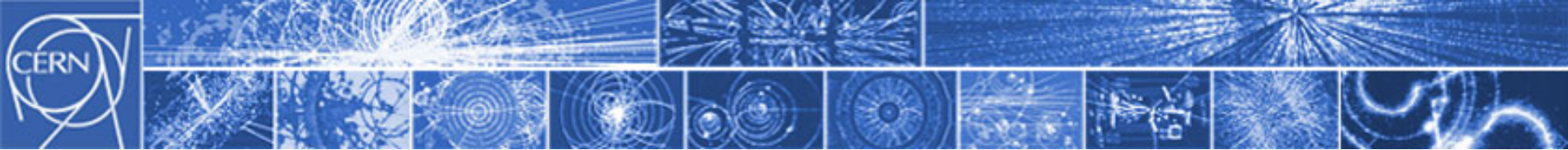
Open Days 2008!



in two days :

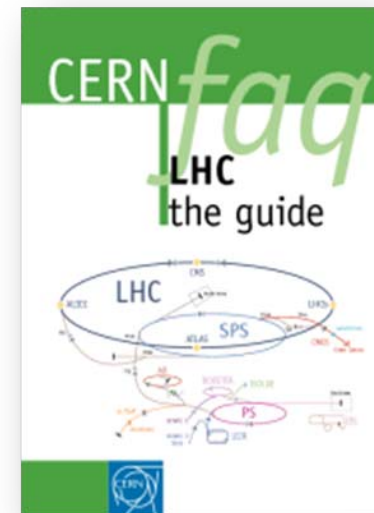
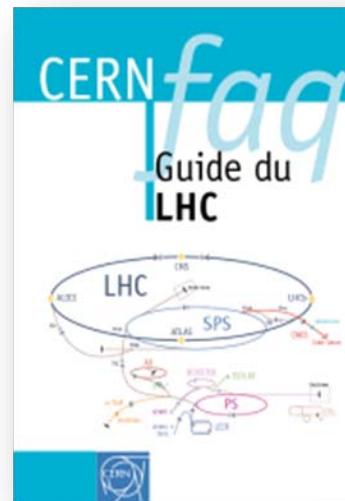
76000 visitors
30000 underground

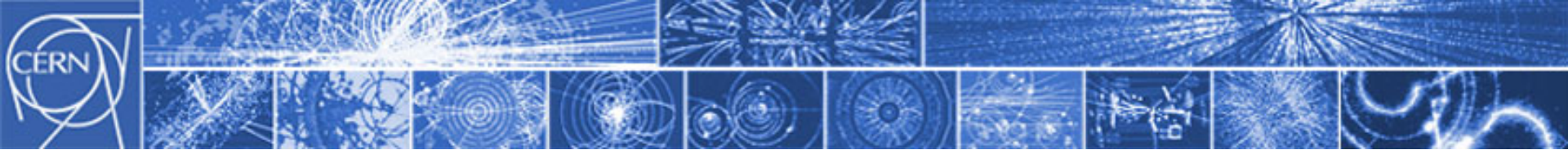




Publications status

- New CERN and the Environment brochure available
- New LHC Guide available
- New General information sheet printing
- New ALICE brochure printing
- LHC physics brochure next to be produced

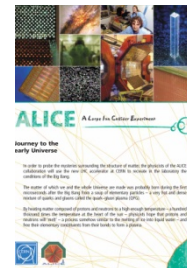


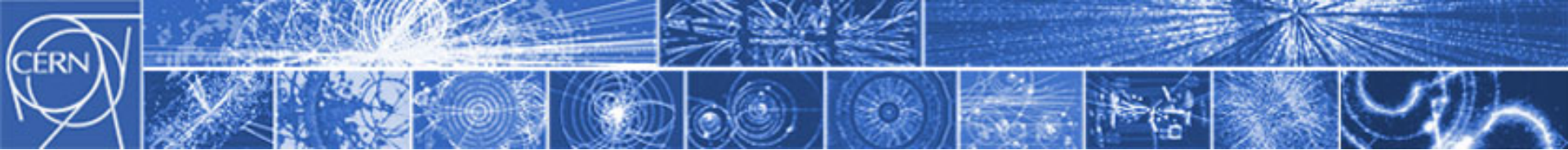


Brochures

Step	Your action	Our Action	Please, DO NOT...
1	Email Cern.Publications@cern.ch as soon as you start planning it		...use non-original source files which may have wrong colour coding and layout
2	Identify competent translator(s). Source files are available from the catalogue.	We will identify a native speaker at CERN who will check and approve the translation	
3	Once the translation is finished, pass it onto the CERN contact. ALWAYS MENTION THE TRANSLATOR(S) on the back cover of the brochure. A guide for lay-out is available.		
4	Proceed to the layout of the brochure using the InDesign source files provided on this site. A guide for lay-out is also available.		
5	Once the layout file is ready, contact the Publications team and provide the pdf of the brochure	We will check your brochure. Once okayed, we will also make the pdf version available on the web (CDS)	... send your brochure to printing prior to get the final OK from the Press Office
6	Print the brochure (locally or via CERN)	Order the printing via CERN print shop if you wish	...print if the quality standards are not those required by CERN

- Step 4: Layout. We can do it, but we need at least one week per brochure, two weeks for the LHC Guide.
- New rule! Layout will only start once text is final. No more changes will be possible.
- Brochure requests: Austria, Finland, Germany, Greece, Norway, Poland, Spain...





New exhibitions

Design constraints, based on CERN's previous travelling expo:

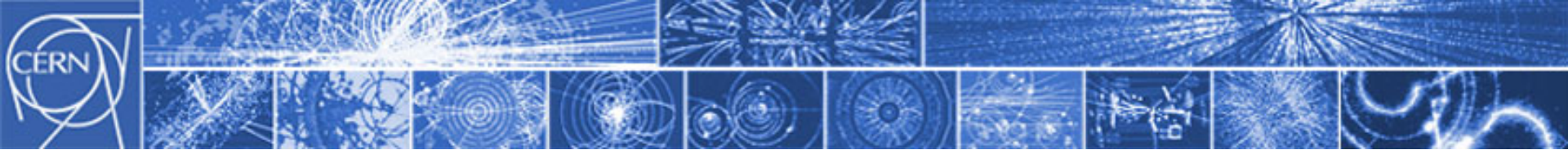
- Surface max. 300 m²
- Max. height 3.40 meters
- Language Minimum 2 languages/venue
- Installation 3 days max
- Dismantling 2 days max
- Installation/ dismantling team 3 technicians + 1 manager
- Transport; 1 truck + 1 trailer ~ 80m³



New travelling exhibition - call to tender underway

New permanent exhibition for the Globe – funded call to tender 05/2008



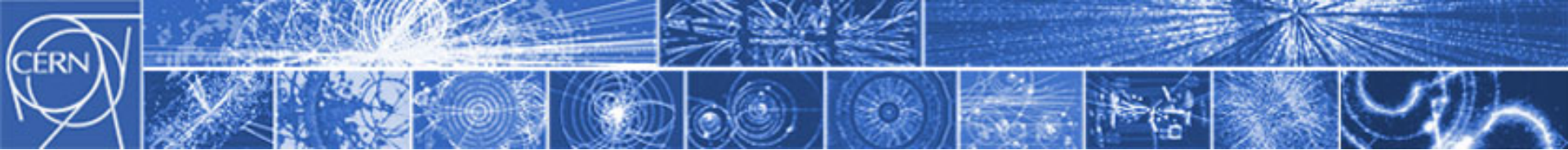


New exhibitions

CERN through the lens of Peter Ginter

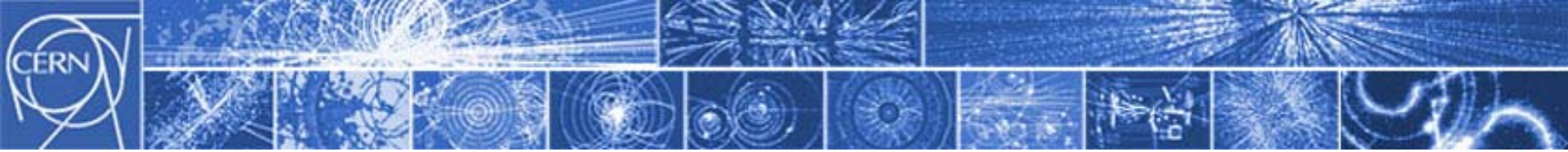


Science Grand Format

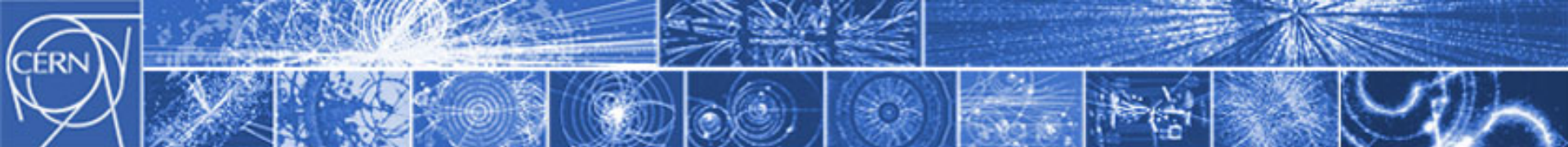


CERN on Youtube

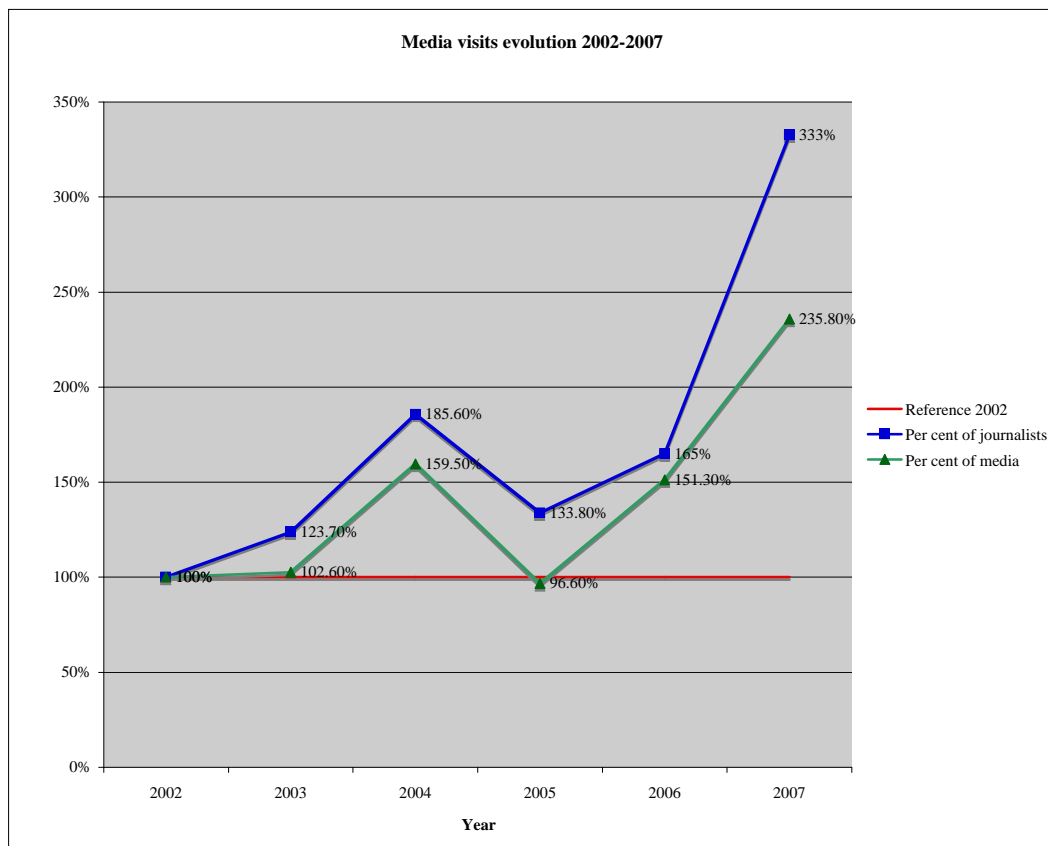
The screenshot shows the YouTube channel page for CERNTV. At the top, the browser address bar displays "http://www.youtube.com/cern". The channel banner features the CERN logo and a photograph of the interior of a particle accelerator tunnel. Below the banner, navigation links for "Videos", "Favorites", "Playlists", "Groups", and "Subscribers" are visible. The channel profile section includes the CERN logo, the name "CERNTV", and a "Subscribe" button. The profile text states: "Style: Broadcaster", "Joined: October 18, 2007", "Last Login: 1 week ago", "Videos Watched: 129", "Subscribers: 328", and "Channel Views: 6,212". A "DIRECTOR" badge is also present. A short bio describes CERN as the European Organization for Nuclear Research, followed by location information: "City: Geneva", "Hometown: Geneva", "Country: Switzerland", and "Website: http://www.cern.ch". A "Report profile image violation" link is provided. The "Connect with CERNTV" section offers options to "Send Message", "Share Channel", and "Add as Friend", along with the channel's URL. A "Subscribers (328)" section shows three profile icons. The main video player displays "CERN in 3 minutes" with a progress bar at 00:15 / 03:34. Below the video, it shows "From: CERNTV", "Views: 82,061", and "Comments: 195". A "Playlists" section on the right lists three playlists: "English 18 Videos" (CERN clips in English), "Français 3 Videos" (Vidéos en Français), and "The Large Hadron Collider 3 Videos" (Videos about CERN's flagship project, the LHC).



Planning for first injection

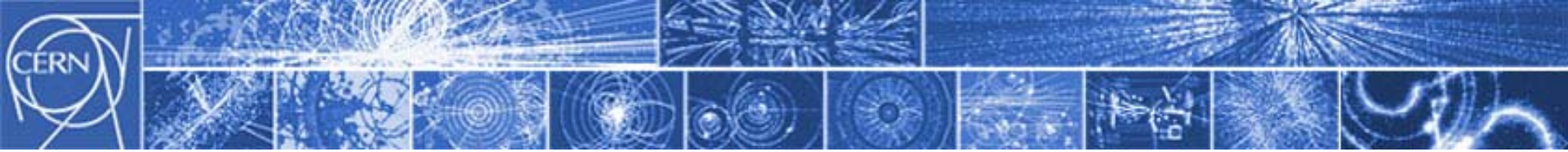


Increasing media awareness

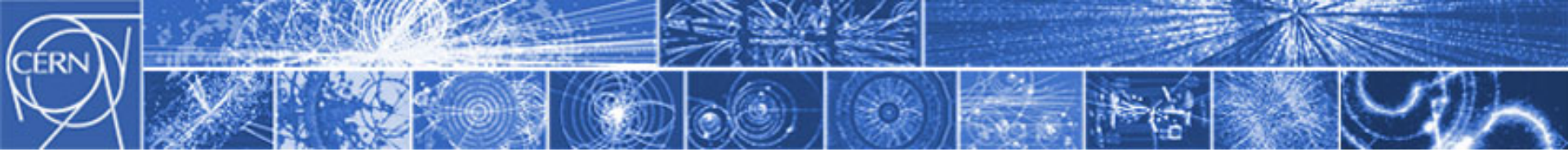


- 2002: 417 journalists, 232 media
- 2007: 1387 journalists, 547 media
- 2008 to date: about 200 media
- *Media briefing days by country since 2004
- Media monitoring service acquired
- Media training: dedicated training by for small selected groups ongoing
- Press conference foreseen for ESOF2008 in July
- New audio & video material in preparation, including computer generated imagery to explain LHC physics
- Notable examples: BBC radio 4 particle day; Radio Suisse Romande programmes on and around 21 October

*APES (Association of foreign press in Switzerland), Austria, Bulgaria, Czech Republic (April 2008), Denmark, Finland, France, Germany, Greece, Netherlands, Italy, Japan, Norway, Poland, Portugal (April 2008), Spain, Sweden, Switzerland, UK.



The world is watching...

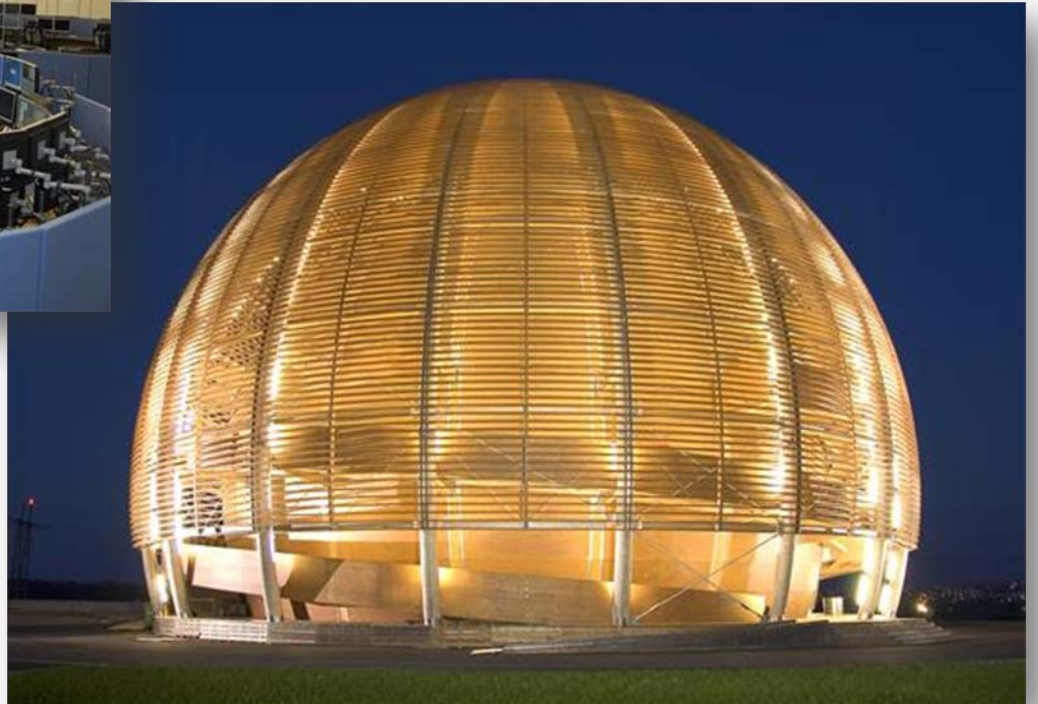


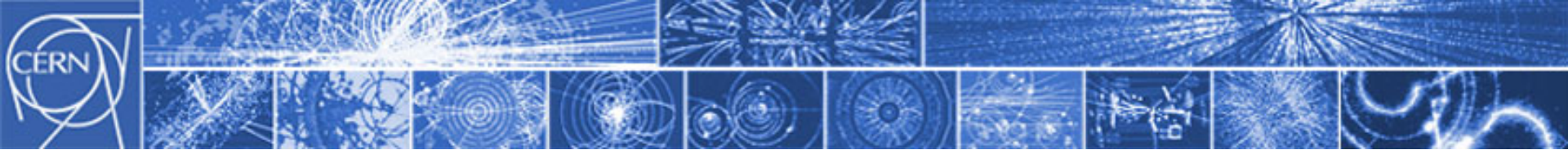
First injection...



Locations:

CERN Control centre
Globe of science and innovation





First injection



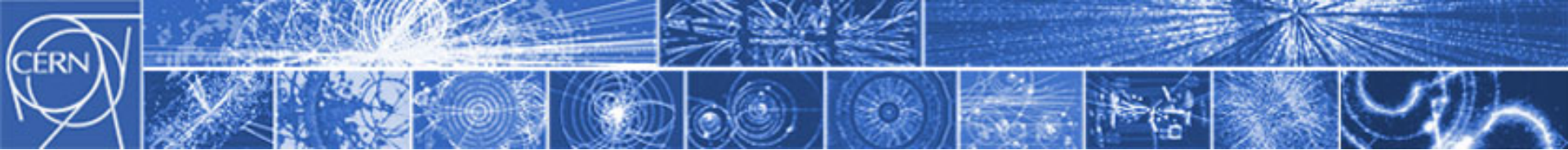
Day 1 - visits can be arranged to CERN Control centre

Day 2 - activity centred on the Globe

Media invitation to be sent four weeks in advance

Accreditation necessary





First injection

- Cameras in the Globe would relay images to the Globe (and the world)
- Bi-lingual presenter would be in the CCC
- Satellite link available via media partner
- Live LHC console in the Globe
- Media 'pilots' available in the Globe for all nations whose media attend
- Possible visits to experiments' control rooms and CCC during the day (to be confirmed)
- Regular updates to be sent to media for the following weeks until first collisions



Start-up =opening the hydrogen bottle

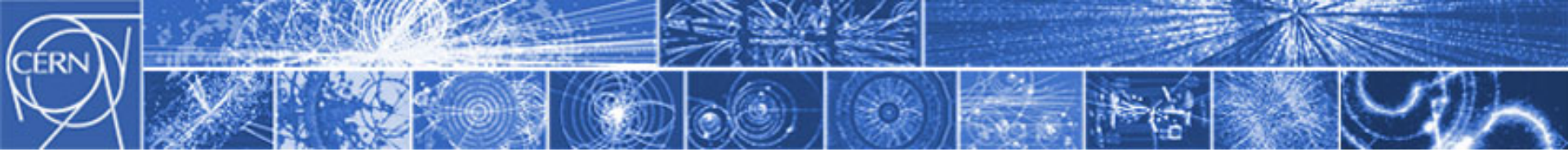
Plan for the day:

9:00 Briefing to media in the Globe

9:30 First injection & report

On the hour: Briefing to media in the Globe

Through the day: Visits around the site



First injection

Requests from Member States:

Germany: Web feed on 21 October

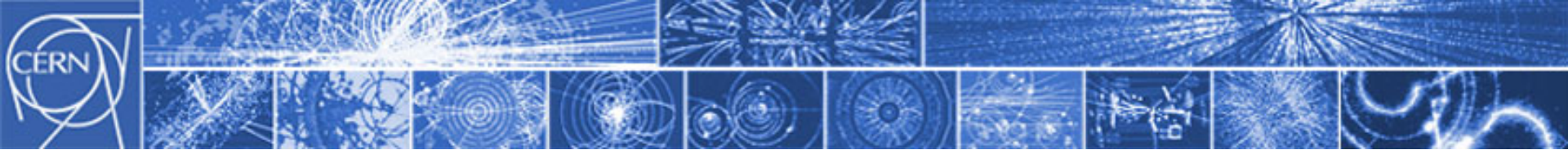
Greece: Web feed on 21 October

Norway: Web feed for first injection

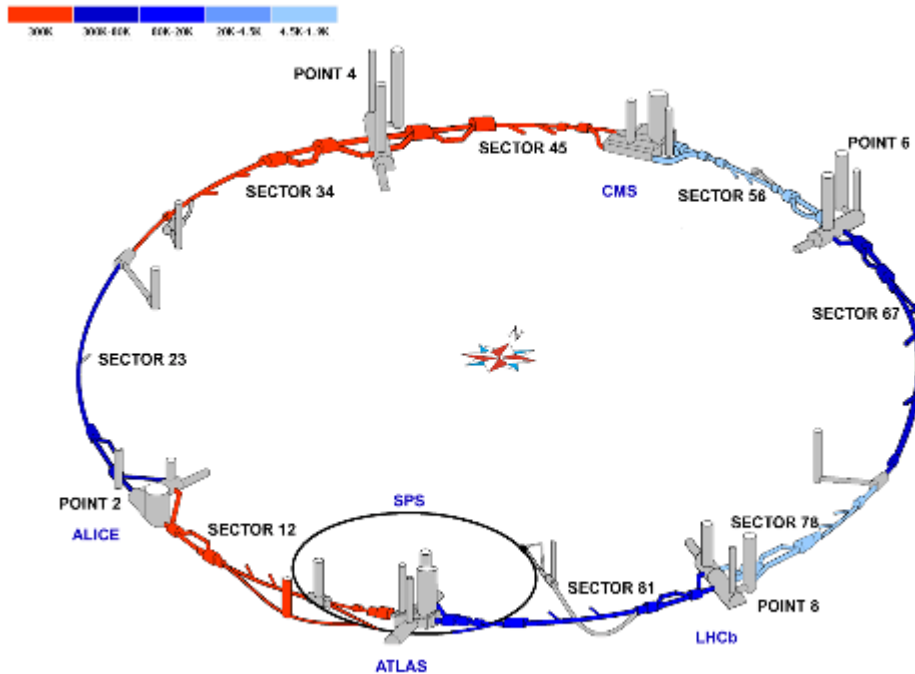
UK: BBC Web feed for first injection

Services to be provided by media partner:

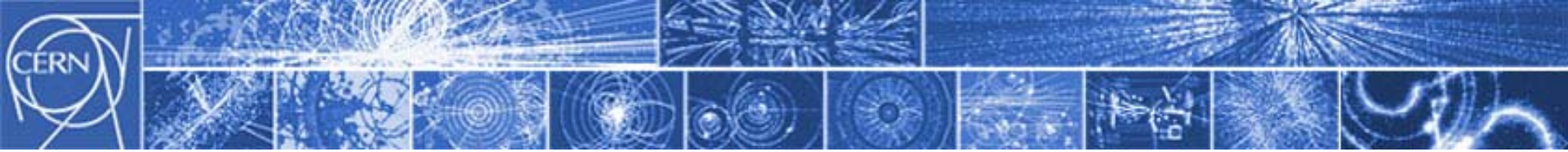
- Establishment of portal for text, pictures, video
- Distribution of b-roll, multimedia news release
- Provision of satellite truck and management of time slot booking for stand-ups (up to 6 simultaneous)
- Media relations support (links to TV newsrooms)



LHC progress...



- More than half of LHC cold or cooling.
- Cooldown complete mid-June
- First injection July
- Collisions to follow 1-2 months later
- Inauguration 21 October



New audio visual material

The LHC in 10'
Film presentation

New animations from STFC