

6th EPPCN Meeting – 29/30 October 2009, CERN

EPPCN – Resources Review

Outline

- Present situation
- Resources for LHC PR – Survey results
- Some strategic considerations
- Action plan (example for Switzerland)
- Discussion

Present situation

- CERN Press Office – internationally orientated PR
- Limited coverage of Swissness, i.e. national/regional features (Swiss contribution to LHC experiments, Swiss scientists quotes etc.)
- Unclear labels: outreach (scientists) and communication (professionals), media system in transition
- PR estimated as important, but project management underestimated
- No specific and/or stable resources (personnel, budget) so far for LPPCN members
- No common strategy/conception/frame for national CERN/LHC communication

Resources for LHC PR – Survey results

20 representatives – 11 answers

- Germany ca. 2 FTE, ca. 200,000 € per year
(2008: 1.5 million €)
- Poland 2 – 2.5 FTE, exhibition (2008): 150,000 €
- Portugal: 1.6 FTE, ca. 50,000 € per year
- Scandinavian countries
(N, S, Finland) and CH: 0.05 – ca. 0.3 FTE no specific budget
(project oriented)
- Italy integrated in INFN, no stable budget
- Spain unclear situation
- Czech Republic and NL not specified due to handover

Some strategic considerations

- Unique and attractive experiments at LHC
 - ▶ ▶ Excellent opportunity for activities in public understanding of science
 - ▶ ▶ Great chance for promoting young researchers
- But urgently needed:
 - ▶ ▶ Coherent outreach/communication strategy for CERN and member states
 - ▶ ▶ For efficient and sustainable PR action planning and realisation
stable and middle-term budget

Action plan 2010 (example for Switzerland)

- **Appearance of Swiss particle physics as a whole:**
Adaptation of general entry webpage, adding profiles of corresponding research fields and institutions, update LHC site

Coordinated and concerted measures, such as:

- **Website management** (Swiss reference)
- **Traveling exhibition** (touring in 10 cities)
- **Media relations** (press, tv, radio, online media)
- **Documentation** for specific stakeholders (schools, politicians, enterprises)

Cost ca. 100'000 Euro, project management/coordination not included
(min. 0.2 FTE)

Great Swiss CERN research – but nobody knows about ...?

