Introduction to Outreach Training & Student Project

Markus Elsing (CERN)
Why Outreach training?

For our field it is important that we communicate to the general public what we are doing (and why we are doing it)!

- Outreach as part of your CV is seen as a benefit by many institutes (when hiring)
- Funding agencies insist on Outreach and many provide dedicated funding

It is not just for established physicists

- **Students & postdocs** play an important role!
- Outreach is **fun**, you get to talk about exiting aspects of your work to the general audience

Outreach means a whole range of activities:

- Acting as **guides** to visitors (general public, delegations, VIPs, VVIPs)
- Talking in Outreach **events** (e.g. talks to general public, school kids, etc.)
- **Interviews** with journalists (newspapers, radio, TV, etc.)

Therefore Outreach training is included in lecture programme since **ESHEP2014**
Outreach events at this School:

Sunday: Outreach / Media training
- Two training sessions (morning and afternoon)
- Evening (optional) one-on-one practice interviews

Sunday next week: Student Outreach presentations
- Evening session with 1 presentation per Discussion Group
Event 1: Outreach / Media training

Trainers:

Chris Jameson and Tony Prideaux from the company “Inside Edge”

- Training specialists and contractors with CERN
- Company does general courses and also individual coaching
- Both trainers have a background in BBC TV and radio journalism
- Needless to say that normally their courses would cost a lot...
Part 1 (11h00): **Plenary** session in auditorium
- How to communicate about science to the general public, e.g. interviews with media

Part 2 (15h30): **Parallel** sessions in 2 groups (using another conference hall)
- Group 1:
  - ➡ Practice interviews and discussion with ~ 3 “volunteers“
  - ➡ Based on "SUSY scenario" – collect handout now and read it to be prepared
- Group 2:
  - ➡ Will work with the trainer in the other room
- Swap rooms at about 16h00
- Short **plenary close-out** in auditorium at about 16h30 (15 – 30 mins)

Part 3 (20h00-21h30): Optional
- Optional individual practice interviews and coaching
- We will make **sign-up sheets** with time slots for one-on-one “radio” interviews
- This is usually very popular!
- You will be able to get the recording of your own interview after the School
Event 2: Student Outreach Presentations

Each (normal) Discussion Group will prepare **one outreach presentation**
- Each group will be assigned a different **physics subject**
- Select within the given subject which (recent) **physics result** the presentation shall cover
- Prepare a **7 minutes** presentation at a level suitable for a **general audience**
- You have time until the evening session (after dinner) on **Sunday, December 11**

**Be creative!**
- Imagine you are a science journalist giving a **TV presentation**/report
- Imagine you talk to group of **VIP visitors** coming to CERN
- You can select a **single speaker** or **share** the presentation between two or more people
- You can use graphics material, ...

**Share** the preparation work!
- Full group should be involved, give **input** and e.g. do **rehearsals** with the presenter(s)
- You can use some time during the **discussion sessions** to get organised, but most of the work will have to happen in your **free time**
Judging criteria:

1. **Content:**
   the content must be scientifically sound, and well chosen to suit the audience

2. **Clarity:** (critical for effective science communication...)
   the structure of the talk is important and the audience (judges) should be able to understand the science content

3. **Connection / inspiration and enthusiasm:**
   are the presenters able to project their enthusiasm for their science and is the audience (judges) left "inspired"

Use what you learn from the Outreach / Media training!
On Sunday, September 17, each group will do their presentation in the evening, there will be a small jury (!)

- Jury will provide feedback and determine a winning presentation

We will record the presentations

- After the session, presenters will be asked for their permission to upload their video file onto the public INDICO web pages

- Material may be used e.g. by our CERN Outreach colleagues to show it to high-school students, and alike...
Group A
Hadron spectroscopy and the observation of new states

Group B
The Higgs mechanism and the origin of matter

Group C
Results on quark gluon plasma

Group D
Neutrino flavour physics (CP violation, oscillations, ...)

Group E
Electroweak precision measurements (except Higgs)

Group F
Searches for new physics (axions and dark matter)
Assignments:

Group A: The Higgs mechanism and the origin of matter

Group B: Neutrino flavour physics (CP violation, oscillations, ...)

Group C: Searches for new physics (axions and dark matter)

Group D: Electroweak precision measurements (except Higgs)

Group E: Results on quark gluon plasma

Group F: Hadron spectroscopy and the observation of new states