



# Science Communication, Education and Outreach at CERN

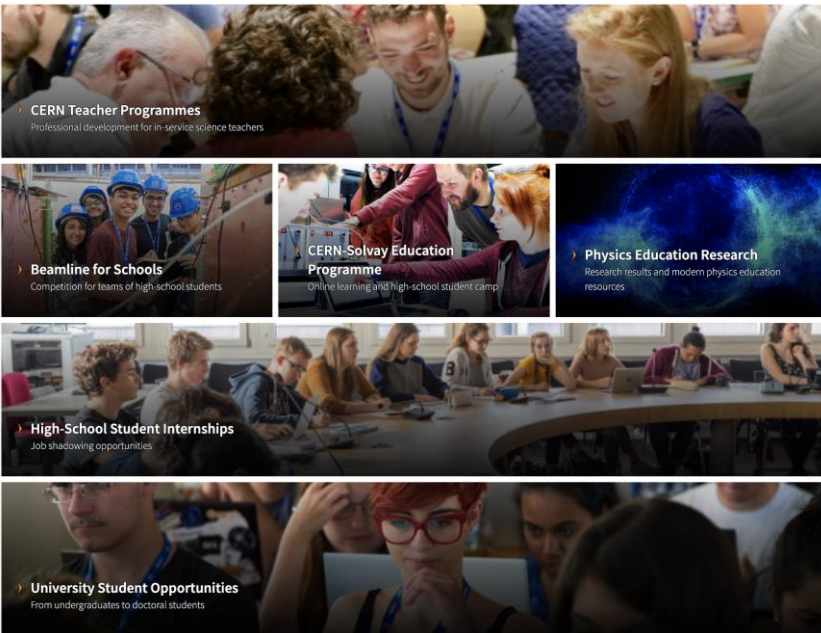
Chetna Krishna

CERN Communications Officer

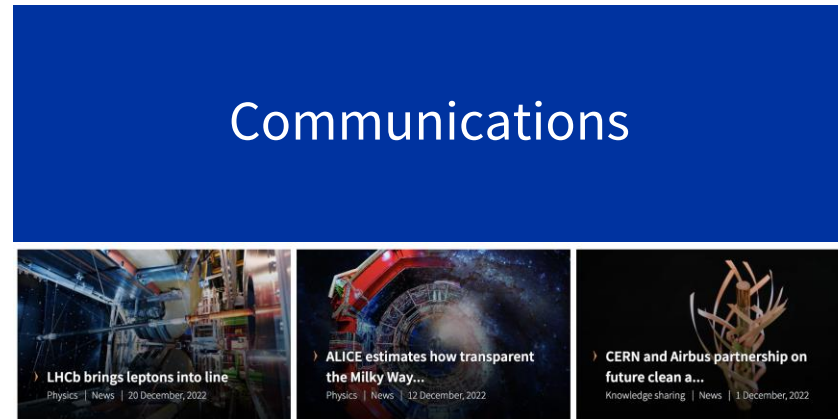
**“Science is not finished  
until it is communicated.”**

**Sir Mark Walport**

# What's the difference?



Education

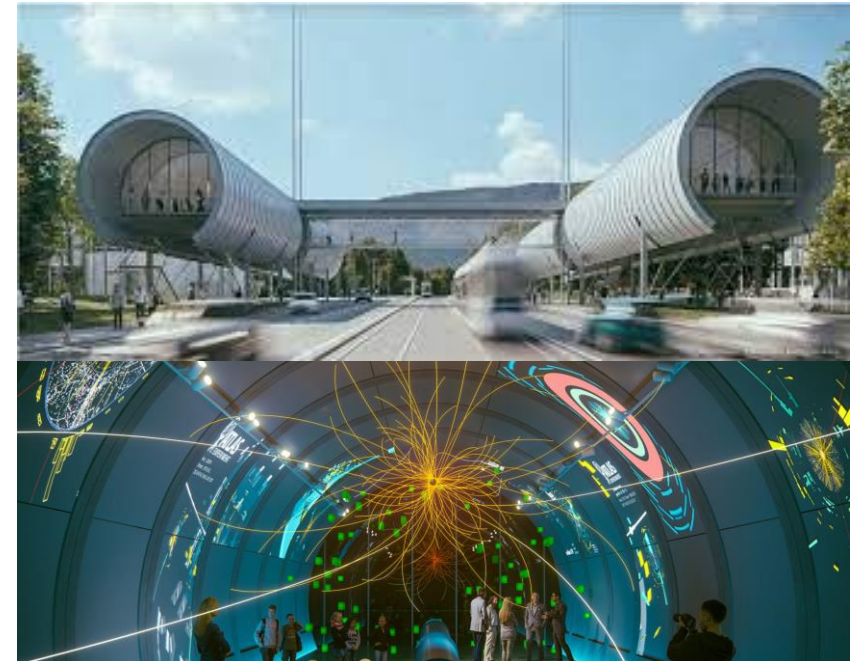


### MEDIA KIT FOR JOURNALISTS



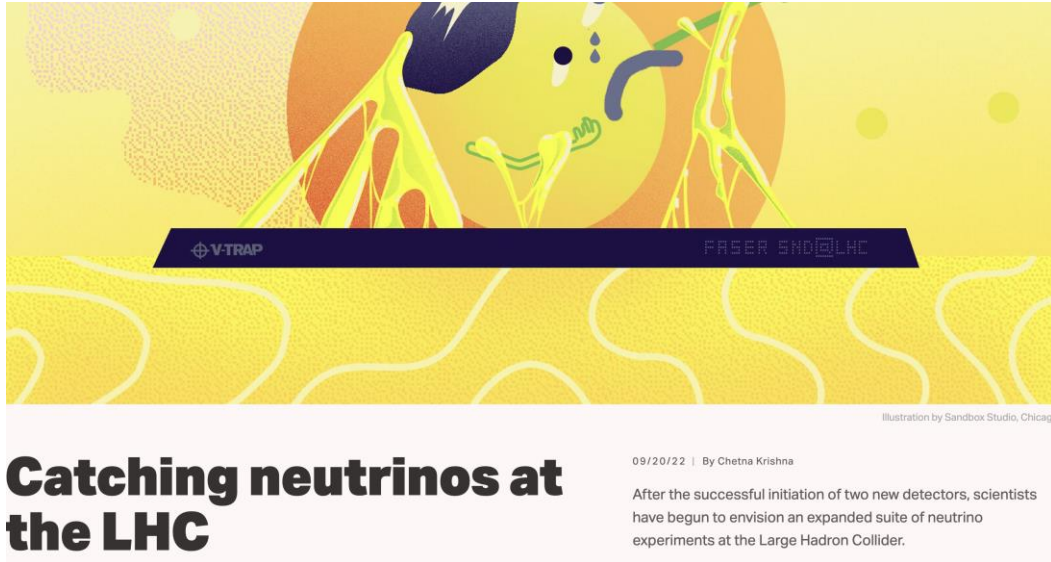
Internal and external communications  
(Writing, press office, video production)

Science exhibition and shows for e.g., CERN's new facility **Science Gateway**



Outreach

# I'm a science writer!



## Chasing science stories and discoveries

Voir en [français](#)

## Physicists launch initiative to help India during its catastrophic COVID-19 surge

5 MAY, 2021 | By [Chetna Krishna](#)

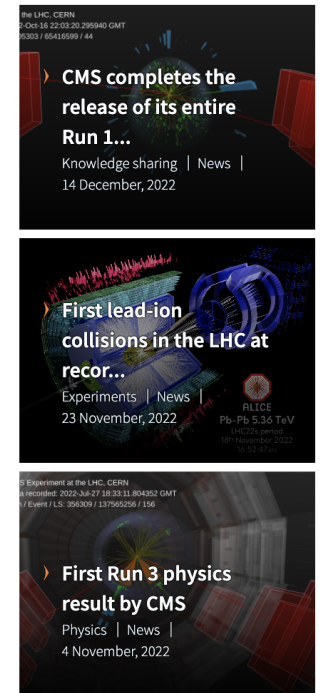
India is currently experiencing a spiralling increase in coronavirus cases amid the second wave of the pandemic. In April alone, the country witnessed 6.6 million cases as the total number of cases rose to 21 million. Daily reported deaths are around 3000 and the total number of deaths due to coronavirus has surpassed 200,000. Vaccination programmes are scaling up across the country but are often hindered by a shortage of vaccines.

The enormity of the COVID-19 crisis has affected the loved ones of many of our CERN community members from India. India's hospitals are under incredible pressure with the rising number of patients and are running out of medical supplies such as oxygen concentrators to treat everyone in need. To help address this crisis, some members of the HEP community have organised a [fundraising initiative](#) to purchase ventilators, oxygen concentrators, PPE and other medical supplies that are running critically low in India.

"Scientists in the particle physics community are trying to facilitate the purchase of ventilators based on a simplified design that emerged from a partnership between particle physicists and industry and has been approved by the United States Food and Drug Administration. We're talking to medical supply vendors and government contacts to get the ventilators delivered to the government of India and help deploy them in India," says Meenakshi Narain, physicist and member of the CMS collaboration. "I'm really thankful that our spokesperson, Luca Malgeri, was kind enough to broadcast the fundraising initiative to the spokespersons of the other experiments. It's amazing to have that community at CERN."

In these tough times, people are supporting each other to find hospital beds and oxygen supplies but the lack of resources is worrying. The rising prevalence of variants and the surge in coronavirus cases in India are having global repercussions. Helping the country's COVID-19 victims and front-line workers in any way possible is a small step towards stopping a global crisis.

## Related Articles



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## And other news for societal impact



# Can you name any science books or magazines?



### FROM SCIENCE TO SCIENCE COMMUNICATION

Chetna Krishna

**A** female branch manager at a local government bank changed my life.

"Will you make your parents proud?" she asked while enquiring about my student loan application. My father was a retired government officer then and was oblivious to my offer letter to study in Germany. My mother and I visited several banks before finally meeting this branch manager. She saw something in me, even when I didn't match all the criteria for a background that a bank wants. She accepted my student loan application, which later became my wings for a life in Europe.

I had received a competitive rank in the JEE exam, yet it was not sufficient to get into the govt-funded engineering institutes. That meant the other route was slightly more expensive, private engineering colleges. I read that and left it. Then, I went to the National Institute of Fashion Technology (NIFT) in Kangra, Himachal Pradesh, as a fashion technology student. All this time, I had an offer letter from Germany, which I did not take seriously because I was afraid it would be too expensive and too far. Sooner or later, I realised I wanted to take the leap of faith. I called my mother, sharing these feelings. We visited my friend who had informed me about studies in Germany. We used to play table tennis together back in high school when, after many years, I found out from his Instagram stories that he was studying in Germany. Both he and his father guided me in finances. No tuition fee for education in Germany was one of the biggest reasons I allowed myself to dream a little big. He convinced me that the biggest love I have to manage is the living cost.

I embarked on my first flight outside India, from New Delhi to Moscow to a city I had never heard the name of before: Düsseldorf, on route to a beautiful, small town called Aachen. Leaving the comfort of my home and homeland at the age of 18 was honestly speaking, very exciting. Little did I know, that was 'it'.

In a short time, I made friends from around the world who were also away from home, from Indonesia, Vietnam, etc. But I wasn't happy. I realised I didn't want to become an engineer. I felt lonely and burdened and couldn't bring myself to share this thought with anyone, including family, as it was an expensive thought. I had come this far.

German engineering is known to be world-class, be it examples like BMW, Mercedes Benz, or Volkswagen.

"We don't want our engineers to make bridges that collapse," were the words of my physics professor when students protested why only ten students cleared the exam in a class of 110 students. That was a defining moment for me. I would have become a very good engineering student on books because I'm Asian and competitive, but did I really want to become an engineer? Whether out of friend, interest, or hope to have a better socio-economic life like in many emerging nations, most students with high school science subjects are prepared for either medical or engineering colleges. I didn't realise that I also ended up in a rat and had side-lined my creative interests and skills. But sometimes, many of us do not have the luxury of choosing, as the circumstances define these decisions. It wasn't easy for me either.

Since I had come to Germany as an international student, my study visa explicitly stated that I would be studying natural sciences or engineering. I couldn't switch to another study programme, like Communication or International Relations like my interests, in that semester. Spending six months on something that I knew I did not want to continue felt like a burden, financially and emotionally.

I am grateful to have found a study programme at another university that matched my odd interests, a mix of Bachelor of Science in Biomics and Science Communication. Professors of this programme strongly believed that interdisciplinary disciplines like science communication should be a part of engineering faculty and science communicators should have a basic understanding of natural sciences. I enjoyed studying biomics as I knew I could enter the real world as a professional science communication specialist. My scientific background is now my strength, and I'm not limited by it.

The programme is no longer offered at the university, making some of the only science communication graduates with 4 years of experience in studying science communication in practice and theory at an undergraduate level. While many 1 or 2-year-long science communication Master's degrees exist, choosing science communication as my primary domain of education stood me apart and equipped me with an understanding of the social sciences of communications and



'An eye-opening book that shows us all the amazing work India's scientists are doing and teaches us about the most cutting-edge research too. I thoroughly enjoyed it!' Professor ASHUTOSH SHARMA, Former Secretary, Department of Science and Technology, Government of India

# INDIA'S SCIENCE GENIUSES

ARCHANA SHARMA (And the Problems They Are Solving) SPOORTHY RAMAN





# Mostly a storyteller



cern

cern • Live from the LHC tunnel and the FASER Experiment

We're here! Yes, at the #LHC! Find out all about it together with @chit\_chet\_ and Michaela Queitsch-Maitland from CERN.

**Livestreams from CERN facilities**

terrythompson1966 55 w Reply

terrythompson1966 55 w Reply

jessepoimboeuf\_artist wow! So very exciting to be guided through this experiment! thank you! 🙌🙌🙌

57 w Reply

mazyar\_parsaei Great 75 w Reply

mazyar\_parsaei Great 75 w Reply

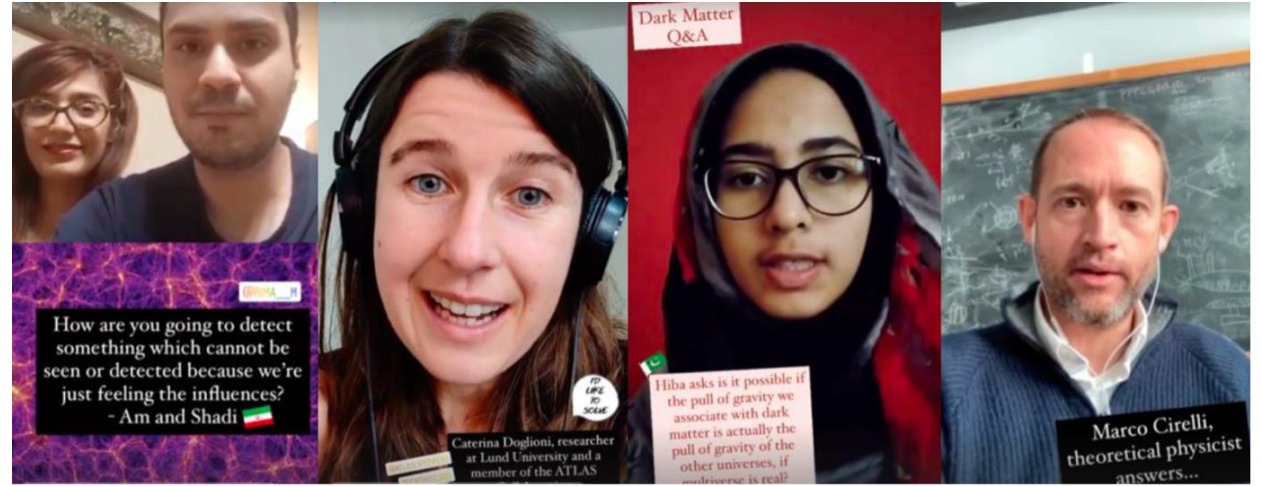
cheethyeseang 对撞器。暗物质能在这里发现吗? 如果是的话物质的根本。粒子应该还有很多种吧! 还有它的复杂性。宇宙之大。我们人类用上数百年。也只是打开了地球的, 物质大门而已。

76 w Reply See Translation

franklingiraldovelez Hola 76 w Reply See Translation

71,127 views

MARCH 30, 2021





**EMC2**

Early Morning coffee at CERN



# Episodes in making



Meet the crew



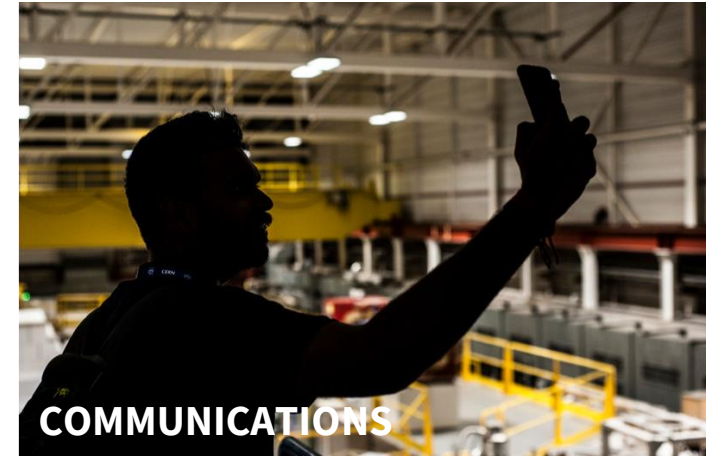
Episode 1



Episode 2



# It takes a village..



**RADIO FREQUENCY**

**VACUUM AND CRYOGENICS**

**ELECTRICAL ENGINEERING**



**MECHANICAL ENGINEERING**

**MATERIALS SCIENCE**

**ELECTRONICS**

# Careers at CERN



## Technical, Administrative Student Programmes

**A 14-month programme for university students**

## Short-term internships and job shadowing

**For school and university students**

## Beamline for Schools competition

**2023 edition: international competition for high-school students**

**Users, doctoral students and many other positions!**





# Questions?

 /@chit\_chet\_

 /chetnaatcern

” Magic is not happening at CERN,  
magic is being explained at CERN.  
- Tom Hanks