

# Communication and Outreach at the CERN Schools of Physics

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# CERN Schools of Physics

This talk addresses outreach-related activities in three series of **Schools of HEP** that are organised by CERN:

- European School of HEP: **ESHEP** (every year in a member state of CERN)
- CERN-Latin-American School of HEP: **CLASHEP** (every odd-numbered year)
- Asia-Europe-Pacific School of HEP: **AEPSHEP** (every even-numbered year)

Since 2014 we introduced specific **outreach/media training** in the programme of the **European Schools**

We try to arrange **public outreach activities** in the host country at the time of the Schools

# Public Outreach around Schools

CERN Schools are an outreach opportunity for the HEP community in the **host countries**

- Benefiting from the presence of **excellent speakers** and **well-known personalities** at the Schools
- At **ESHEP2024** in Peebles (Scotland, UK) the **CERN70 event** was co-located in Edinburgh, such that CERN DG was able to participate in both events
- At **AEPSHEP2024** in Thailand we organised a **public lecture** by **John Ellis** at Chulalongkorn University in Bangkok

## Press interest

- Often in local **newspapers**, but public events and further meetings organised in the context of the Schools sometimes attract a **broader media echo**
- At **AEPSHEP2024**, the School itself and a visit of a delegation from the School to **HRH the Princess of Thailand** received **nationwide media coverage**

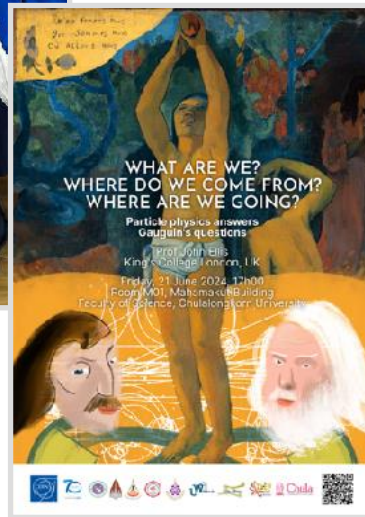
# Public Outreach around AEPSHEP 2024



Students at Public Lecture  
by John Ellis



TV coverage of school  
and of visit to the Palace



lecture poster

# Outreach/Media Training at ESHEP

Main objective of the School is to teach particle physics topics to PhD students in experimental HEP

- However, we devote **two 90-minute teaching slots** (out of 40) to **media/outreach training**
- This give all students who pass through our School (about **100 per year**) at least some **basic training**
- **Encourage** them to get involved in outreach activities in their institutes / experiments

In addition, all students are involved in a **group project** to prepare a short **presentation** about a physics topic at a level **suitable for the general public**

- After dinner session where the talks are given by group representatives in front of a **jury** that gives feedback and awards a token “**prize**” for the **best group effort**
- Serves additional objectives, such as developing skills in teamwork and collaboration

# Outreach / Media Training at ESHEP

Training by professionals:

**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**



# Outreach / Media Training at ESHEP

## Training sessions, including one-on-one coaching:

- 90-minute plenary session
- 90-minute parallel sessions (two groups in parallel, swap after 45 minutes, with one-on-one "radio interviews")
- Opportunity for additional one-on-one "radio interviews" in the evening

## Active student participation in the training sessions, e.g.:

- selecting stories for a **news broadcast** (what to drop vs lead story)
- prepare a radio interview on a **hypothetical physics-discovery news scenario** distributed in advance to the students
- Typically about **a third of the students** do a training interview, in front of an **audience** of other students, with initial feedback and **recordings** made available privately to each of the students

## Goal is to make students aware of:

- What interests the **public** and the difficulties in **explaining complicated science** to them
- **Communicating** at a level understandable and interesting to a general audience – via the **media** or in **outreach talks**, etc.



# Coaching on "Radio Interviews"



Students apply what they learned, in a real live situation

- After the short interview trainers and audience provide feedback



# ESHEP Student Group Project

Collaborative project to prepare a **short outreach presentation**

- Use same **groups of ~18 students** as for discussion sessions on the physics courses
  - 6 groups preparing each a presentation on one of 6 **physics topics assigned at random**
  - We deliberately **mix the students** in each group (nationality, experiments, etc.)
- Put into practice what they have learned from the **media/outreach training**
  - About **1 week** to prepare presentation in their free time, to be given in an after-dinner session with some **invited guests who form a jury**

We have some additional objectives in these projects

- Students **learn to collaborate** without teachers or organizers giving them direction
  - **How** to present the physics topic assigned to them?
  - **Who** from the group will give the talk?
  - How will the **work be shared** in the group?
  - **Imaginative ideas** to make the presentation more interesting (and fun) to win the competition!
- As a by-product of this: **team building, cultural exchange, networking, etc.**

# Group Project Presentations

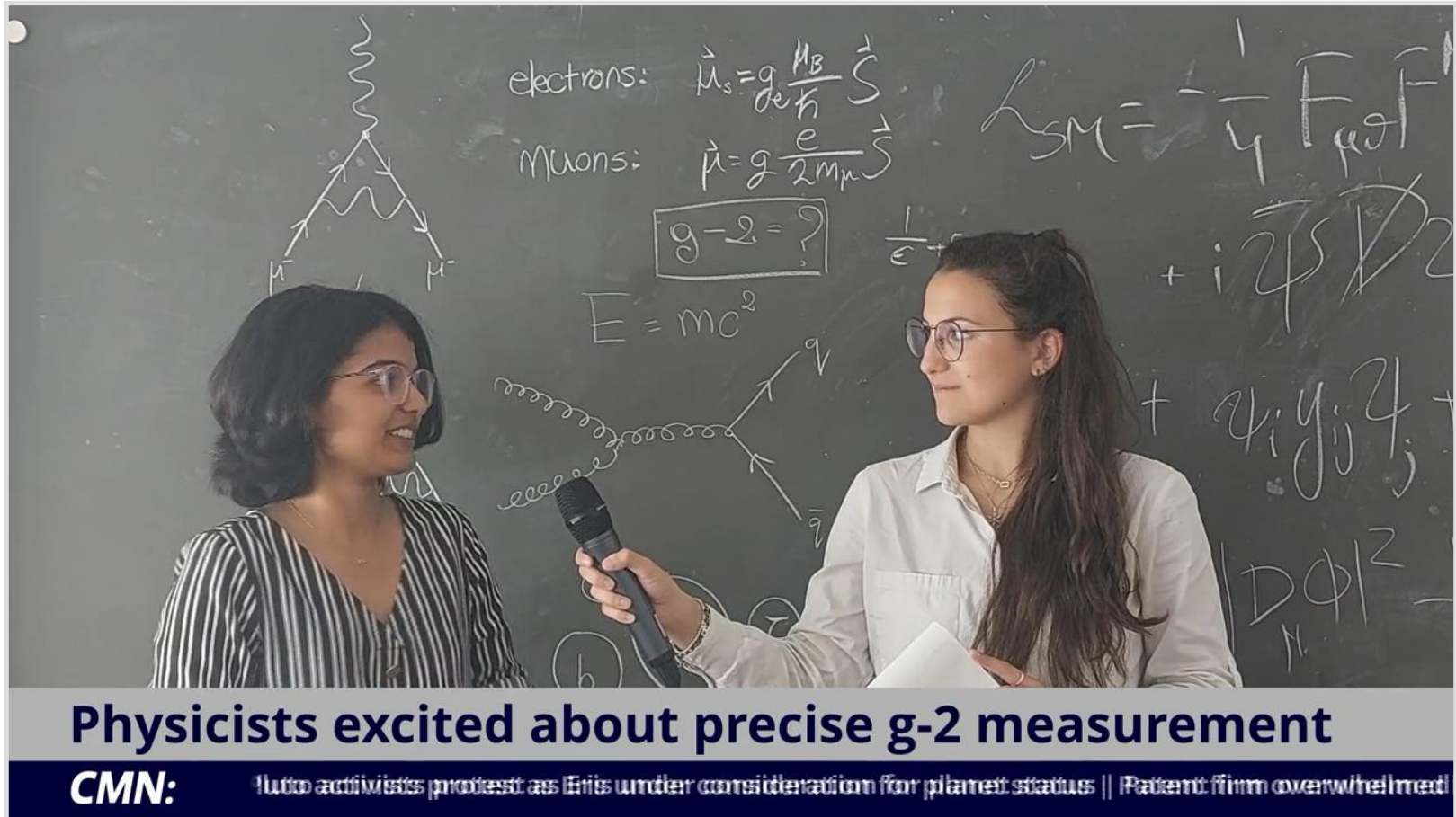


Students use different media effectively in their presentations



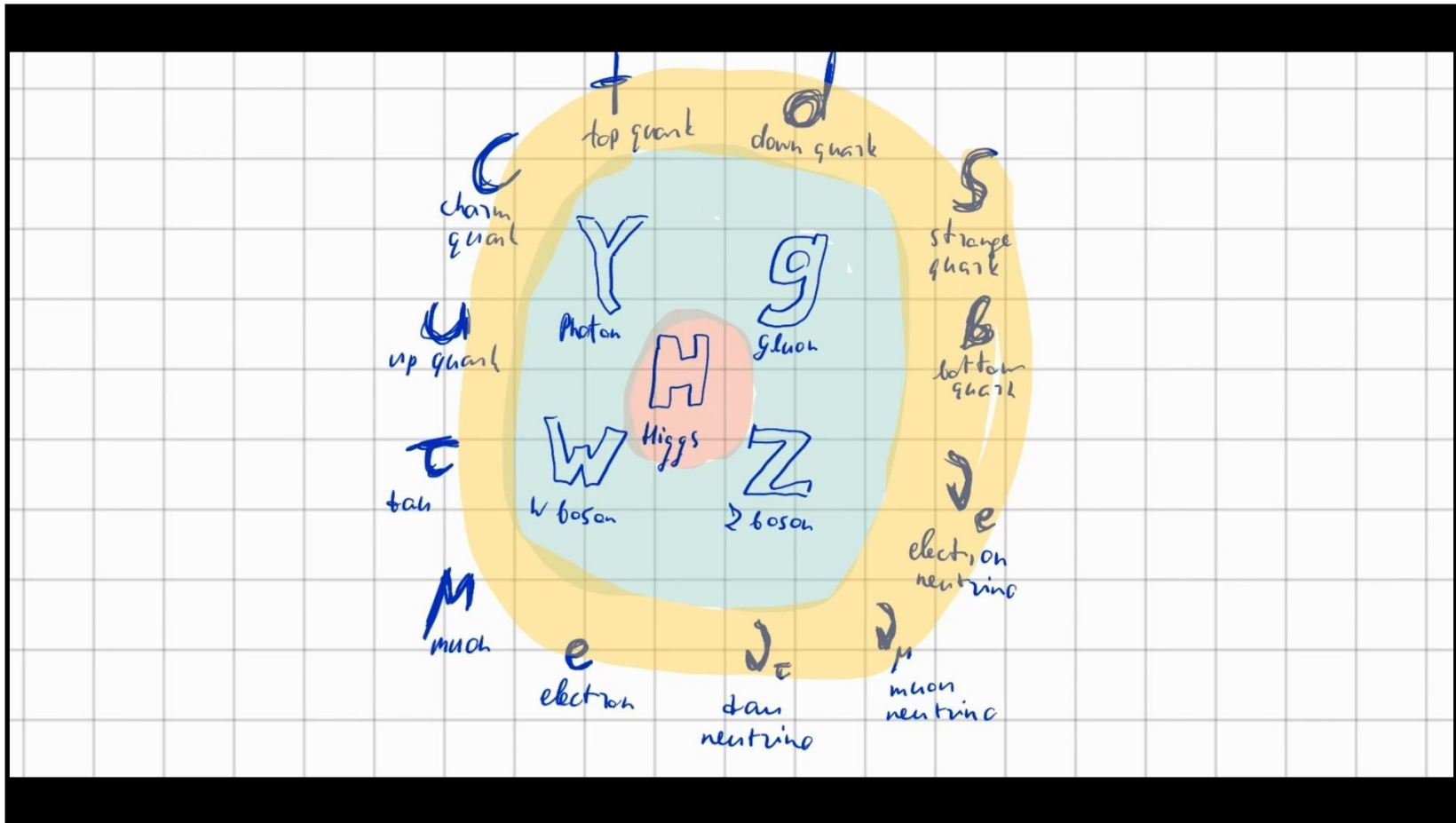
Prize ceremony for winning group

# Group Project Presentations



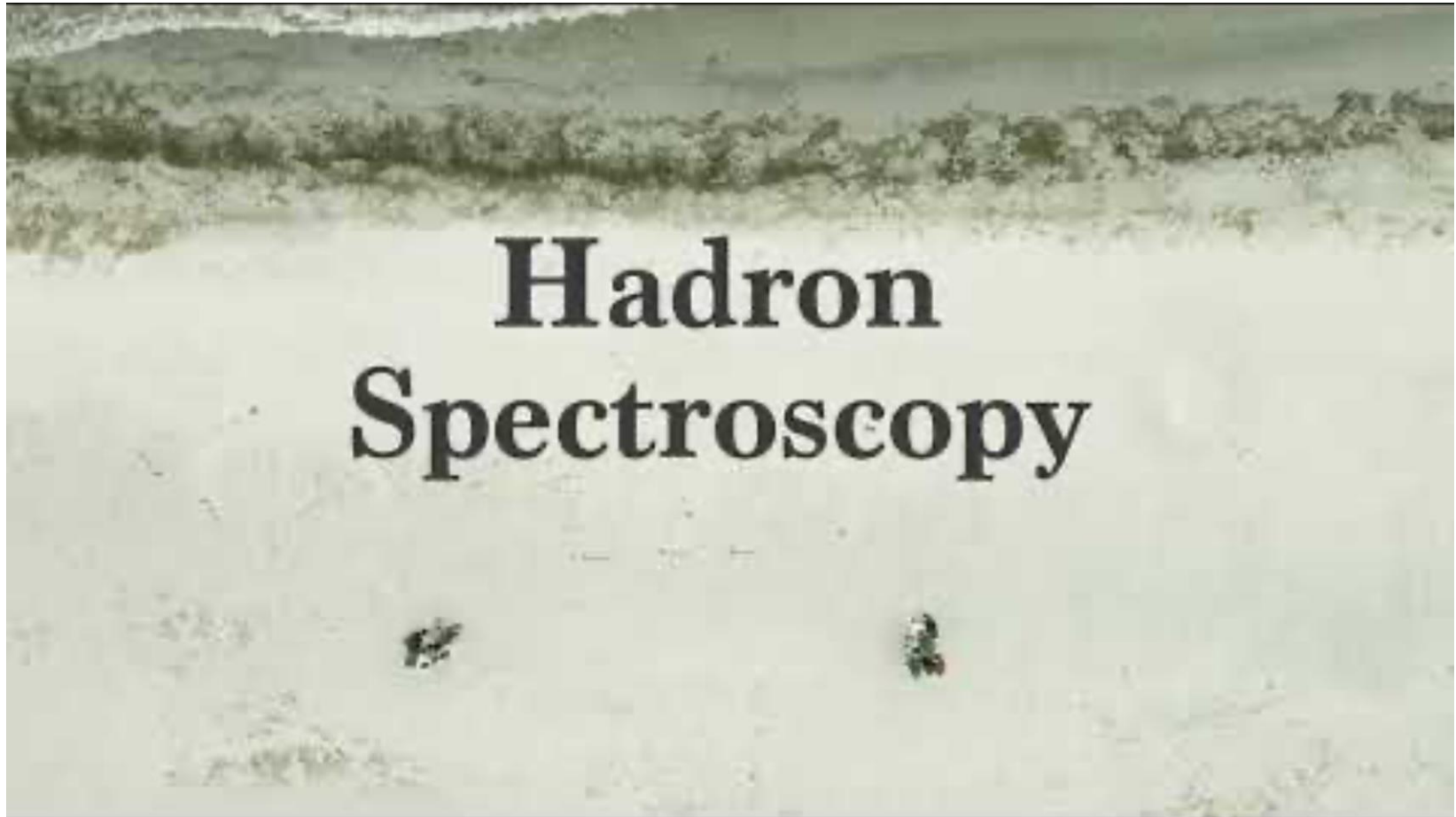
Some groups even produce professional looking outreach videos...

# Group Project Presentations



Some groups even produce professional looking outreach videos...

# Group Project Presentations



youtube embedded video

Some groups even produce professional looking outreach videos...

(no narration on this video, students were guiding the audience during presentation)

Thank you...

Questions ?