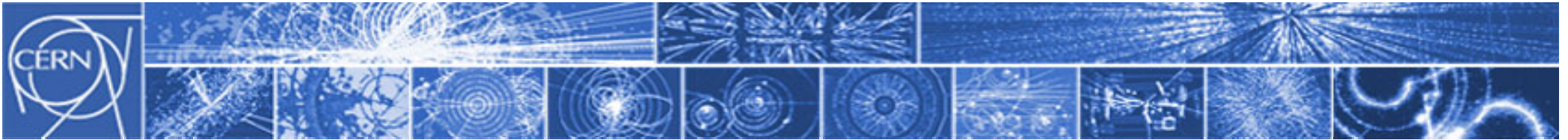




The CERN Communication Group

James Gillies, 11 June 2007



CERN's Communication Group

Vision:

To increase awareness of and foster support for CERN and its activities; to promote the interaction of science with society in Europe.

Mandate:

Working with a number of key target audiences, to generate public engagement in science, to produce and distribute information, to foster community building and to build support for CERN and its missions. The key audiences are:

The general public – to foster engagement with scientific issues

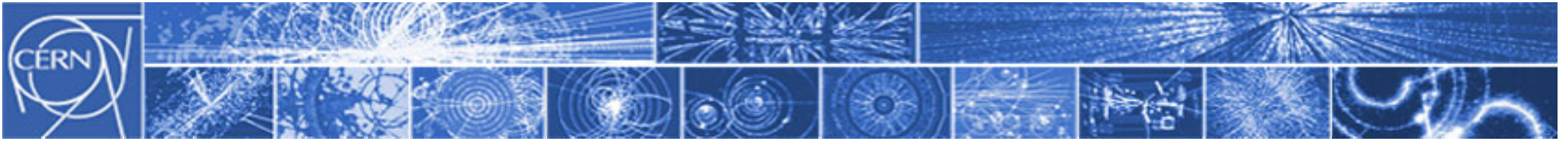
The physics community – to provide information about CERN's activities

S&T decision makers – to promote CERN's activities

Industry – to encourage partnerships

The CERN community – to provide information and build motivation

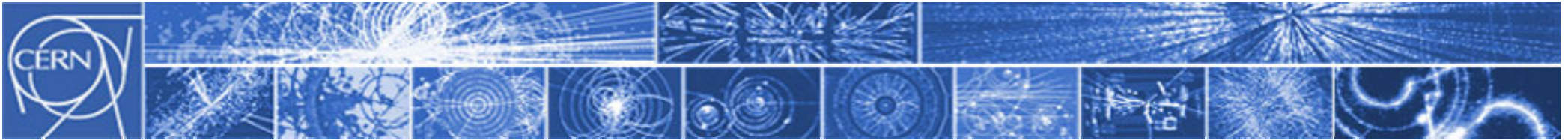
Schools – to provide information and to complement the Education group's activities through visit, exhibitions and multimedia products.



CERN's Communication Group

Messages:

- CERN is the world's leading centre for fundamental research, seeking answers to questions about the Universe.
- CERN brings nations together. Over 8000 scientists of more than 100 nationalities work here.
- CERN advances the frontiers of technology and engineering.
- CERN trains the young scientists and engineers who will be the experts of tomorrow.



What we do...

Press Office

300-400 journalists/yr.

Press, radio, TV, Interviews - Documentaries

<http://www.cern.ch/Press/>



Travelling Exhibition

150,000 visitors / yr.

2-3 venues per year in European cities
Off the road for refurbishment

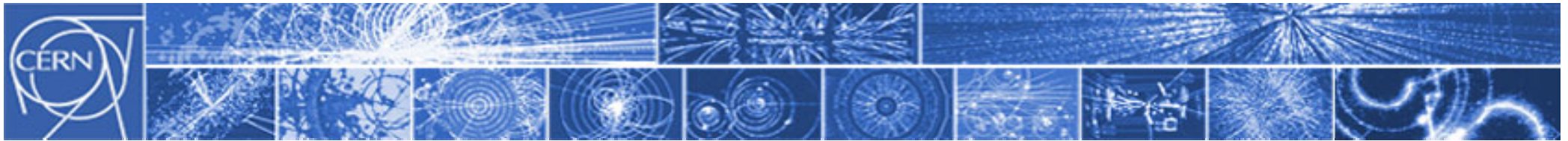
Public Web Pages

250,000 visitors/month
2250 pages of content

Guided CERN Tour for non-scientists, news, educational resources for teachers, ask an expert...

<http://www.cern.ch>





What we do...

Guided Tours

Normal: 25,000 visitors/yr.
Open day 2004: 32,000 visitors/day

Reception + Organization of Visits + Guides

<http://www.cern.ch/visits>



Microcosm

30,000 visitors / yr.

Permanent exhibition on CERN's research and technology. Objects for loan.

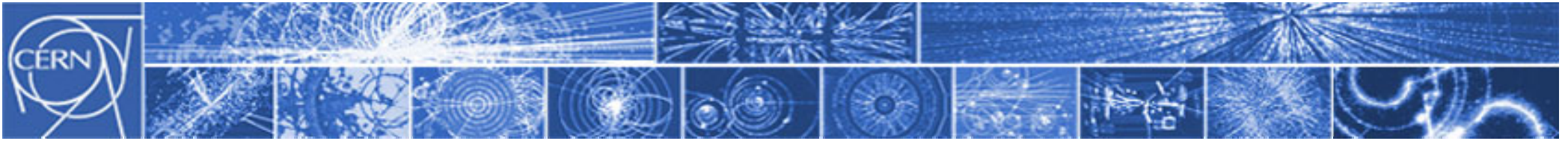
<http://www.cern.ch/microcosm>

Brochures

100,000 copies / yr.

General information on CERN,
LHC machine, experiments,
applications, safety...





What we do...

Films, animations, events...

1 / 12 / 2005

BEYOND EINSTEIN

World Wide Webcast

**WATCH THE LIVE EVENT !
WATCH THE LIVE EVENT !**

Before the webcast, visitors will see an animation of the earth showing the different places where video platforms will take place.

How to watch ?

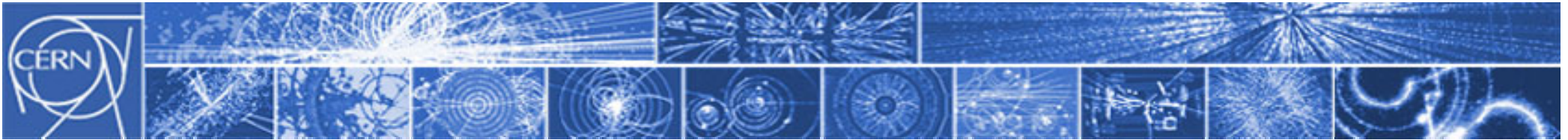
For teachers : watch from your classrooms

E-mail your questions

Quiz

Name

Space reserved for sponsors with a direct link to the sponsors page



What we do...

Bulletin

Paper copy bi-weekly
 On-line weekly
 200 news stories/year
<http://www.cern.ch/bulletin>



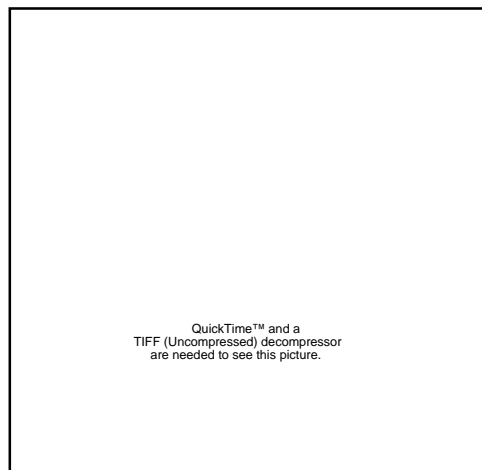
CERN Intranet

6 million visitors/year
<http://www.cern.ch/>



Annual Report

Yearly progress report
<http://publications.cern.ch/>

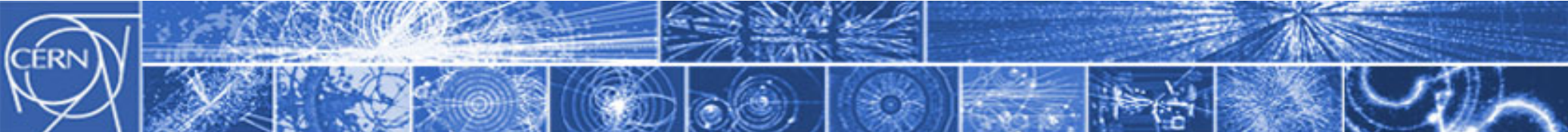


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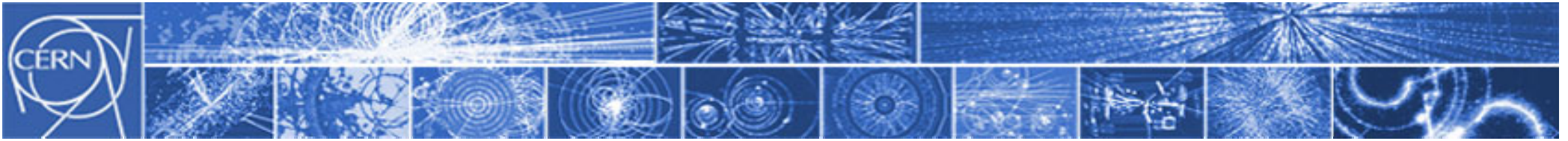
CERN Courier

“The” journal of High Energy Physics
 25,000 copies, 10 issues/year
 350 pages of editorial content/year
 World-wide distribution
<http://www.cerncourier.com>



The Globe of Science and Innovation





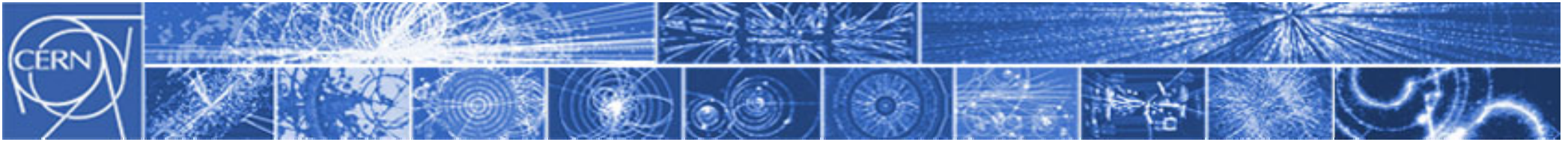
Vision

To be the undisputed landmark of CERN and a forum for the interaction of science with society in the Geneva region and in Europe.

Mission

To provide a forum for science and its benefits for society, and to encourage partnerships between the particle physics community and other actors.





Networks

EPPOG, ECSITE, PI roundtable, UN Editors, EIROforum, InterActions...

European particle physics communication network

Interactions - Home

http://www.../node/2757 ProCurve and CERN IT Public Re...lendar 2007 NRC-HIA: Public Outreach festival des sciences Science/AAA... 311 (5757) Kindercity

Interactions - Home

INTERACTIONS.ORG
Particle Physics News and Resources

Home News Image Bank Search

A communication resource from the world's particle physics laboratories

The ATLAS cavern.
(Courtesy of CERN)
View More Image Bank Images

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- Physics and Society
- Education
- Universities / Institutes
- Future
- Contact Us
- Workspaces

News View All News

Latest News Wires

- 8 February 2007 - ICFA
ICFA Releases GDE Reference Design Report for the International Linear Collider
- Particle Physics in the News
- 9 February 2007 - The Record
Collider is physicist's dream
- 9 February 2007 - Chicago Tribune
Cost of solving mysteries of universe: \$6.7 billion
- 9 February 2007 - Science
International Team Releases Design, Cost for Next Great Particle Smasher
- 9 February 2007 - New York Times
The Top Guns and the Bucks Set to Collide in Inner Space
- 9 February 2007 - Yomiuri Online
Unraveling the secret of the early universe - 7780 Oku Yem for the Giant Particle Accelerator (in Japanese)
- 9 February 2007 - MIT
CERN Unveils an Innovative But Costly Particle Accelerator Design
- 8 February 2007 - Wired News
Next-Gen Smasher To Cost \$6.6B
- 8 February 2007 - Herald Tribune
Physicists plan costly look at the beginnings of the universe

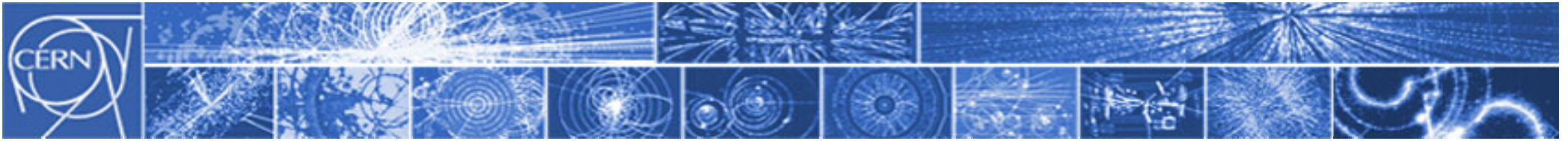
Features

- ILC NewsLine**
8 February 2007
- ICFA Releases GDE Reference Design Report for the International Linear Collider
- Report from Beijing: The ILC Reference Design Report
- ISGTM**
7 February 2007
- Genetically 'Gateway to the Grid'
- Preparing for the Large Hadron Collider
- CEBS Weekly Bulletin**
5 February 2007
- Sigurd Lettow: 'Adopting an overall approach'
- ALICE Installs Its TPC
- Francesco Ruggiero - 1957-2007
- A Week of Interactions**
28 January-3 February 2007
A weekly compilation highlighting the news articles, press releases, images and features added to Interactions.org.
Sign up | Archive

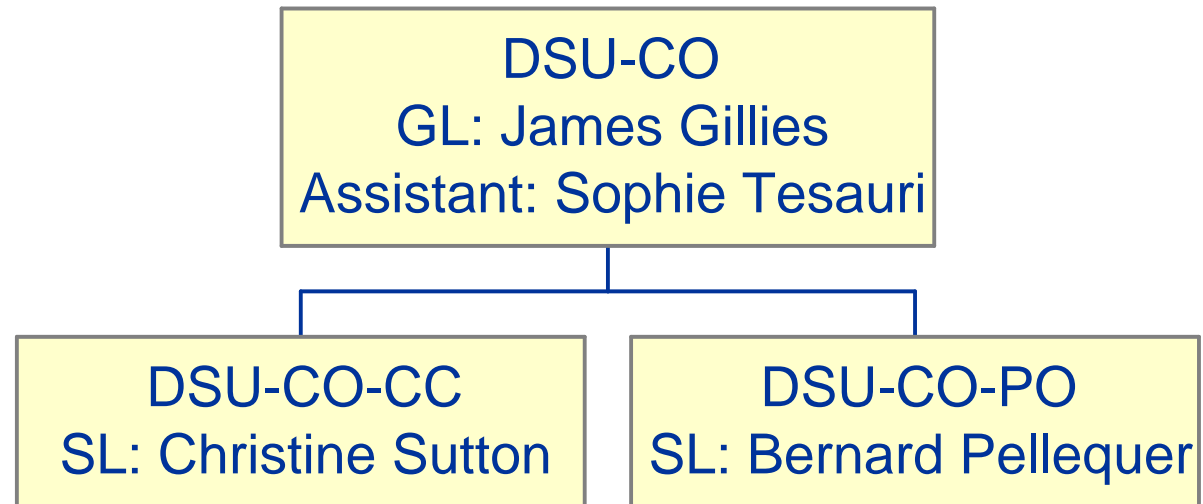
News Wire

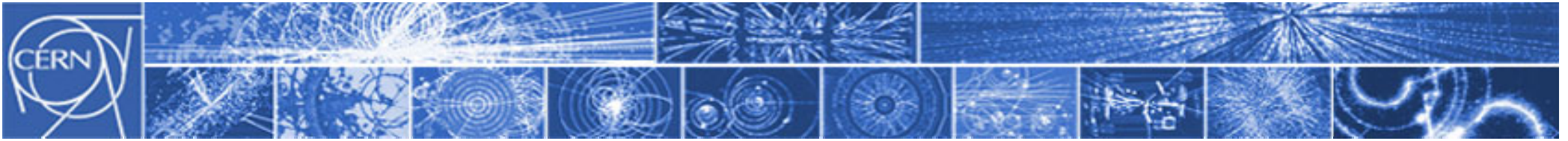
Sign up for our newswire and receive the latest press releases from particle physics labs around the world.

Go to "http://www.interactions.org/cms/"

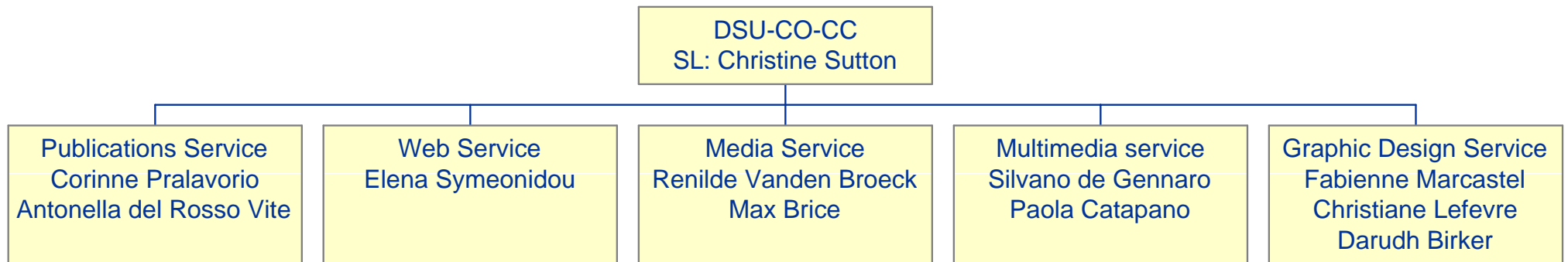


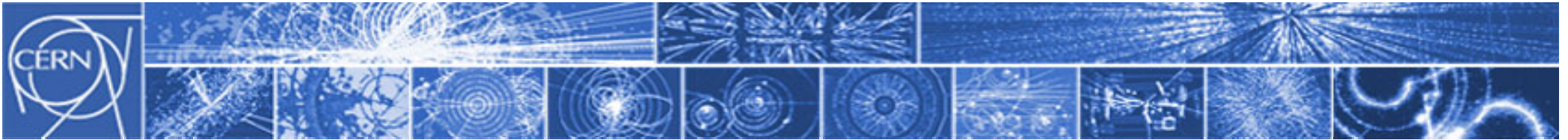
Who we are



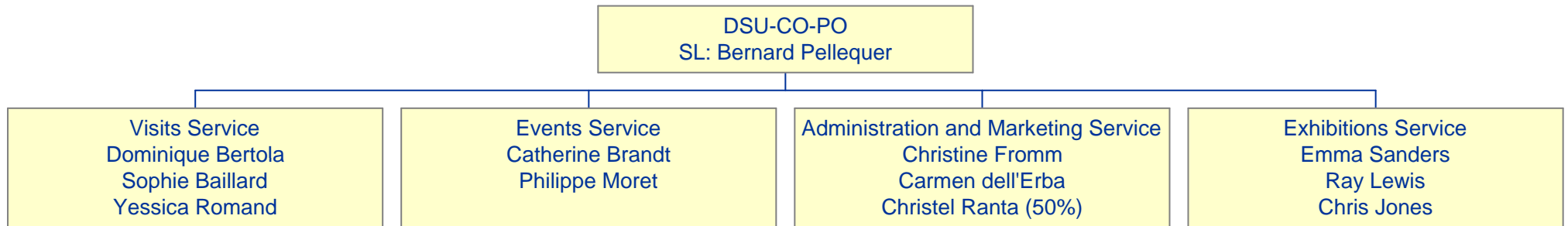


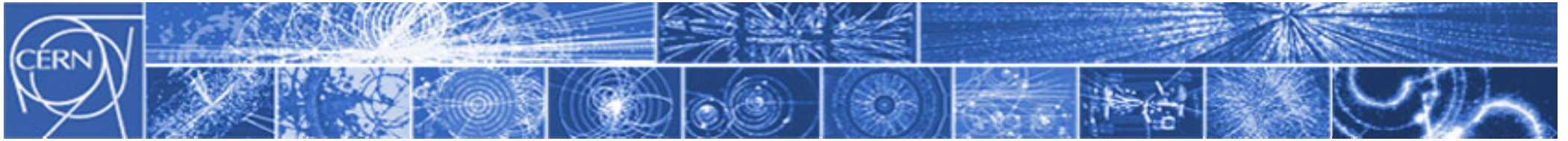
Who we are





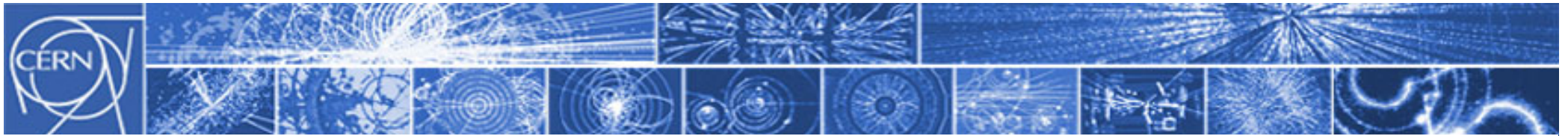
Who we are



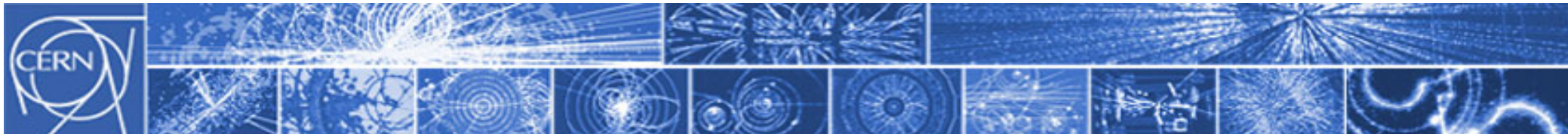


Current projects...

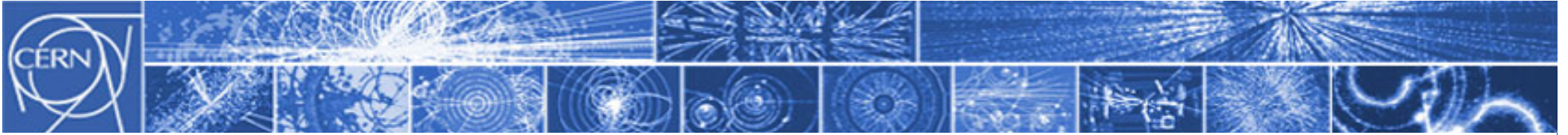
- LHC launch communication
- New itineraries
- Globe exhibition
- Open Day 2008



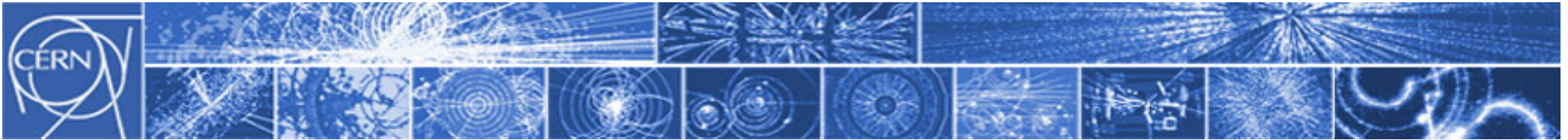
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The CERN Education group

Home | Search | SiteMap | Contact Us | Credits

About CERN | Visit CERN | **Education** | Spotlight on... | News | Ask an Expert

Teacher Programmes

◀ ▶

If you'd like to stay for three days or three weeks, CERN has the programme for you!

Keep up-to-date with research in particle physics, experience a dynamic, international environment: register for one of our programmes and meet up with teaching colleagues from all over Europe.

A three day meeting for teachers gathering at CERN from all over Europe. The [programme](#) includes seminars, visits and educational activities.

See the [PhysicsTeachers@CERN2005 webpage](#) for more information about this year's programme.

Please note that the application deadline for this year has expired. If you are interested to participate in next year's programme and you want to be notified when this becomes available, you can subscribe to the Education [newsletter](#).

This is the longest - and most complete - programme aimed at Physics high-school teachers who would like to spend the first three weeks of July at CERN. Teachers attend lectures and workshops and produce their own resources. Everything is published on a dedicated [website](#) where you can also find detailed programmes and schedules.

Upon request we can put you in touch with [national representatives](#) of CERN member states who help organise programmes for teachers from their country.

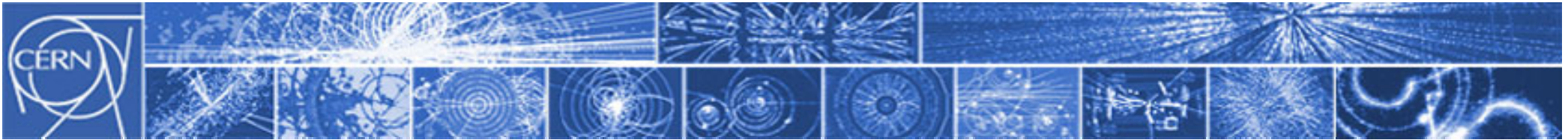
[National Programmes for Teachers](#)

English

◀ ▶

Teacher Programmes | Resources for Teaching | Newsletters | School Visits | Info & Contacts

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Addressing the fear factor

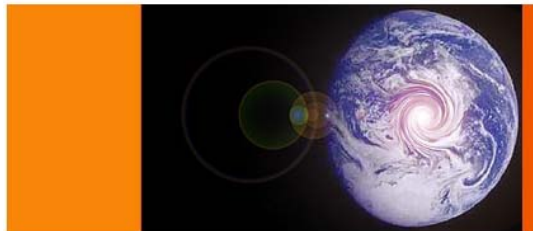
FRIDAY FRIDAY



End Day

- Home
- End Day: Mega-Tsunami
- End Day: Comet Attack
- End Day: Killer Virus
- End Day: Supervolcano

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Documentaries & Arts End Day: End of the Universe

Deep within the bowels of a particle accelerator on the East Coast of the US, an extraordinary experiment is being prepared. Scientists are pursuing their quest to understand the nature of matter itself. On the streets, the public holds a protest to stop their work...

Fact!

Scientists are experimenting with the very nature of reality itself; building ever larger and more powerful particle accelerators in what could turn out to be a game of total annihilation.

In a 600 million dollar laboratory, within a vast ring of magnets miles across, atoms can be made to travel at the speed of light then crashed to create particles that haven't existed since the Big Bang ... and possibly some that have never existed at all.

Scientists accept that black holes can be created but these are small enough to evaporate before they can suck in all surrounding matter. They have also calculated the precise risk of another terrifying possibility: a phase change of space-time leading to the complete breakdown of the universe as we know it.

But most frightening of all is the creation of a group of strange quarks called 'dangerous strangelets'. These are so dense they could burrow to the centre of the Earth, transforming everything they touch into anti-matter, condensing our planet into a tiny lifeless sphere.

They are experimenting right now...

Do you feel safe?

Fiction?

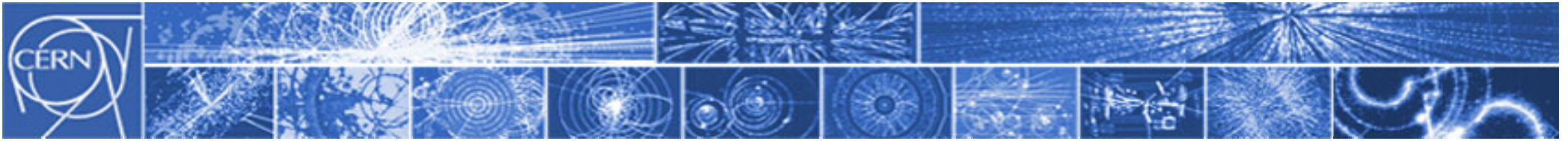
It's **End Day** and within a deep underground chamber physicists have briefly created exotic particles and space-time warps by violently smashing atoms.

But something unforeseen happens. 'Strangelets' appear. Suddenly, the normal laws of physics cease to apply. Reality warps and alters. Atoms are transformed into totally new forms of matter.

The singularity burrows into the Earth, twisting the atomic structure of the surrounding rocks as it falls into the planet's centre.

A wave of total destruction expands outwards, consuming everything in its path. Life ends. The Earth vanishes...

The universe as we know it ceases to exist.



What is CERN doing above its recurrent communication programme?

- Local community communication
- Media visits
- Media training
- Press office management
- Salon des inventions
- New 10 minute film
- Podcasts and webcasts
- Animations
- Dedicated print material
- New visit itineraries
- Reinforced events and exhibitions programme