

# LHC Outreach in Germany

Thomas Naumann, DESY  
German Executive LHC Outreach Group

European Particle Physics Communication Network  
CERN Meeting 11.06.07

# GELOG

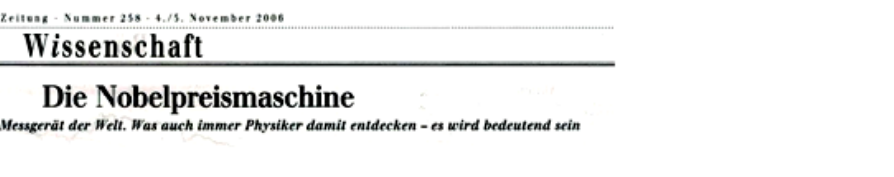
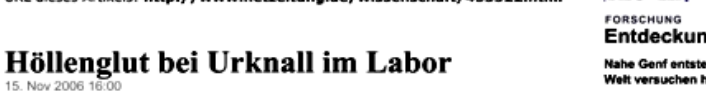
## German Executive LHC Outreach Group

- |                         |                       |                    |
|-------------------------|-----------------------|--------------------|
| • Michael Kobel         | (Dresden)             | ATLAS              |
| • Thomas Hebbeker       | (Aachen)              | CMS                |
| • Rainer Schicker       | (Heidelberg)          | ALICE              |
| • S. Hansmann-Menzemer  | (Heidelberg)          | LHCb               |
| • Thomas Trefzger       | (Mainz)               | OeKo               |
| • Horst Lenske          | (Gießen)              | KHuK               |
| • <b>Thomas Naumann</b> | <b>(DESY Zeuthen)</b> | <b>Coordinator</b> |
| • Reinhard Simon        | (GSI Darmstadt)       | GSI                |
| • Jochen Schieck        | (MPI München)         | MPI                |
| • Michael Hauschild     | (CERN)                | CERN               |

[www.teilchenphysik.org/lhc.htm](http://www.teilchenphysik.org/lhc.htm)

# German LHC Outreach

- **Journalists Day at CERN in Nov. 06 :**
  - coordinated + financed by DESY + MPI München
  - >20 journalists at CERN
  - large echo in press: >40 articles: Stern, Welt, dpa, Handelsblatt
  - later: Zeit, Financial Times D, GEO, ...



# ATLAS in German Press



## The ATLAS Experiment

ATLAS in the news

### ATLAS In the News

Please tell us of other news stories featuring ATLAS by emailing us [here](#).

 Die Nobelpreismaschine	Berliner Zeitung
 Das Universum in der Röhre	Heise Online
 Urknall im Labor	Stern.de
 Höllenglut bei Urknall im Labor	Netzeitung.de
 Heiliger Gral der Physik	Welt Online
 Höllenglut im Superlabor	Focus Online
 Entdeckungsreise zum Urknall	Welt Online
Big Bang Machine Goes Back In Time	Channel 4 News (UK)
U of R Team Joins Effort to Solve the Mysteries of the Universe	Regina Leader Post
The ATLAS Collaboration	The University of

HOME  
ATLAS Collab.  
For Press  
For Students  
For Physicists  
Science Centres  
Tour of ATLAS  
eTours  
Detector Desc.  
Webcams  
Images  
Movie  
Multimedia  
Powerpoint  
ATLAS Store  
ATLAS eNews  
Glossary  
Educ. Comm.

# German LHC Film

coordinated by MPI Munich  
funded in part by BMBF



An LHC Projekt beteiligte deutsche Institutionen:

- RWTH Aachen
- HU Berlin
- Uni Bonn
- TU Darmstadt
- GSI Darmstadt
- Uni Dortmund
- TU Dresden
- Uni Frankfurt
- Uni Freiburg
- Uni Hamburg
- DESY Hamburg und Zeuthen
- Uni Heidelberg
- MPI Kernphysik Heidelberg
- Uni Karlsruhe
- FZ Karlsruhe
- FH Kglm
- Uni Münster
- Uni Mainz
- Uni Mannheim
- LMU München
- MPI Physik München
- Uni Siegen
- FH Worms
- Uni Wuppertal



www.teilchenphysik.de  
www.cern.ch

HERA-PLANCK-GESELLSCHAFT

Herausgeber: Max-Planck-Institut für Physik München  
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Systemvoraussetzungen: Windows XP / Windows Media Player 9 / Mac OS X

DVD

# German Outreach Proposal

- Federal Min. of Science + Education BMBF seeks to **strengthen awareness of CERN in D**
- **to be submitted soon** to BMBF  
by German Particle Physics Committee KET + GELOG
- **DESY**: take a key role in German LHC outreach
- **Outreach Project Manager** +  
Outreach Officer requested

# German Outreach Proposal

- **German LHC Inauguration**

close to CERN LHC Inauguration  
in Berlin with major exhibition

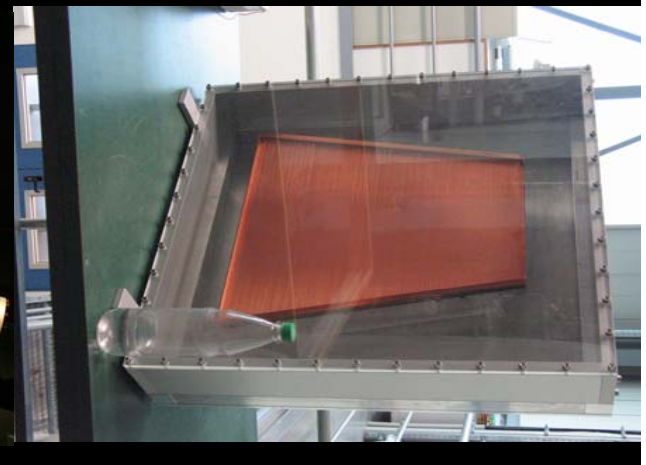
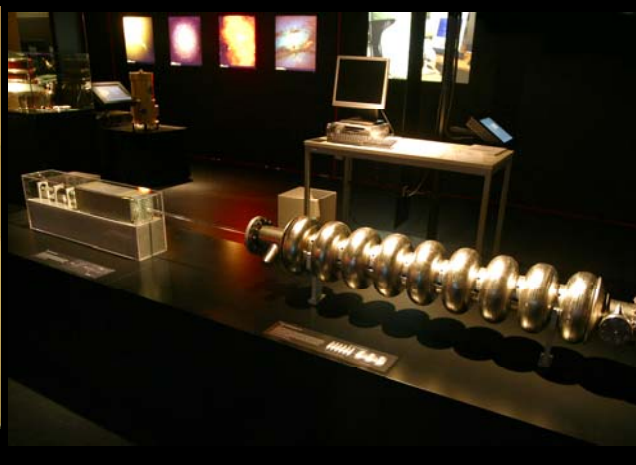
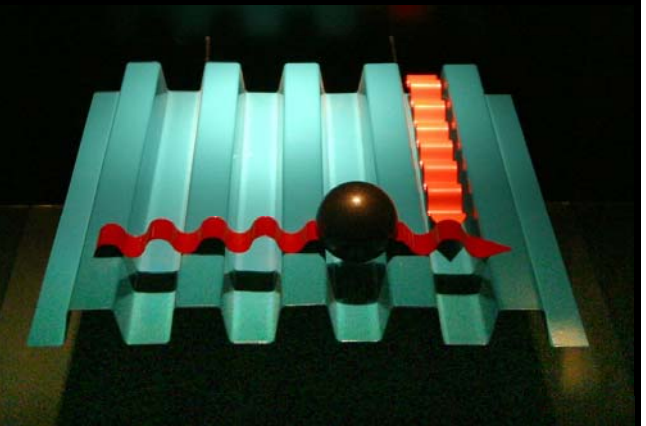
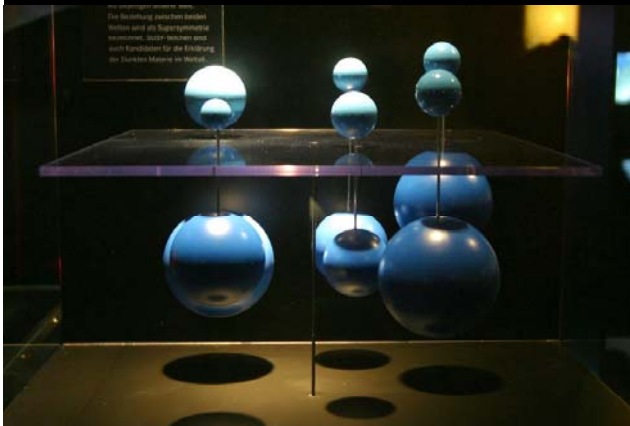
!!! NEED DATE !!!

- **public dialogue**

with cosmologists, astrophysicists, philosophers, theology

- **intensify press + media contacts:**

- German 'Wissenschaftspressekonferenz' in summer at CERN
- DESY PR dept. will support German LHC publicity  
incl. press releases
- more CERN visits
- produce press material

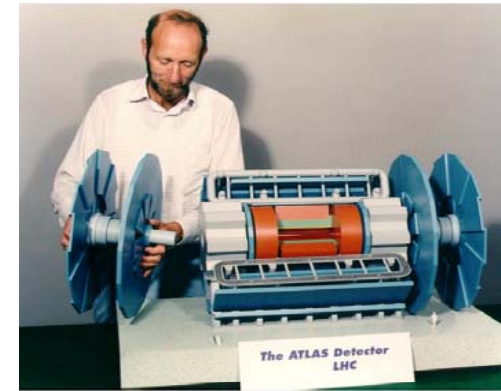




# LHC Outreach Plan

- **exhibits**

- hardware of all 4 LHC Expts. + explanations
- ATLAS model like PPARC
- Kamiokanne, cloud + spark chambers
- Hands on objects like accelerator models



- **multimedia material** DVD 'Best of LHC' + all 4 expts:

- CERN 3 min D

- ATLAS, CMS, ALICE, LHCb:

- Animations like ATLAS Episode, CMS Particle Detection,
- Videos like ATLAS Virtual visit, Webcams, photos, flyers, posters

- event displays

Teilchenphysik Deutschland



Die deutschen Web Seiten der European Particle Physics Outreach Group

- **LHC D Website**

- LHC physics, organisation, links, talks, multimedia, ...
- integration in [teilchenphysik.org](http://teilchenphysik.org), [Welt der Physik](http://Welt.der.Physik), [interactions.org](http://interactions.org), ...

CERN policy for language versions of websites, brochures, multimedia ?

# LHC Outreach Plan

- EPPOG „Hands on Particle Physics“ Masterclasses  
<http://www.physicsmasterclasses.org/>
- Germany wide Federal School Competition  
with expts. connected to particle physics