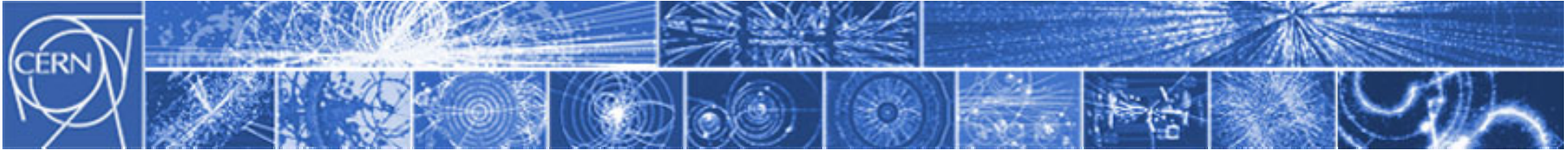




The Corporate Communication section:

- Who we are
- What we do
- Possibilities for collaboration



Who we are

A team of 10 people + ~5 temporary/student positions

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Christine Sutton

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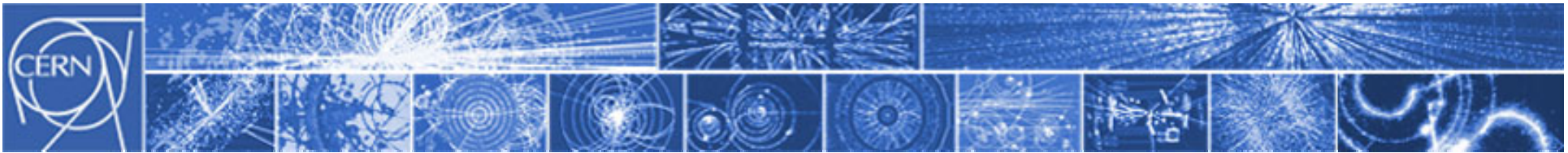
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■ Who we are

■ What we do

■ Possibilities for collaboration

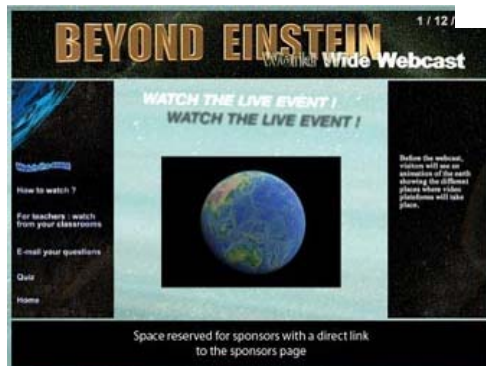


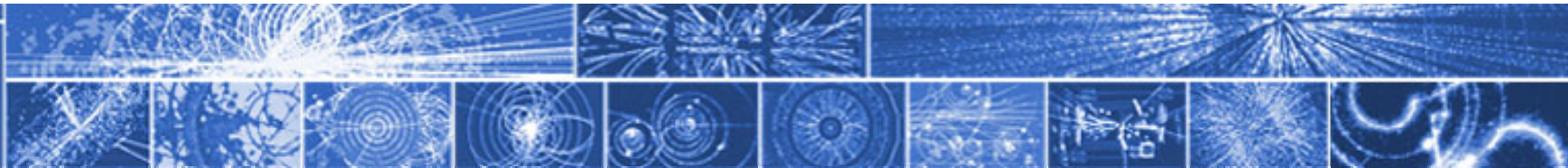
What we do








- **Brochures (120000/y)**
- **Public website**, including Ask an Expert service
- **Audiovisual material for the public**

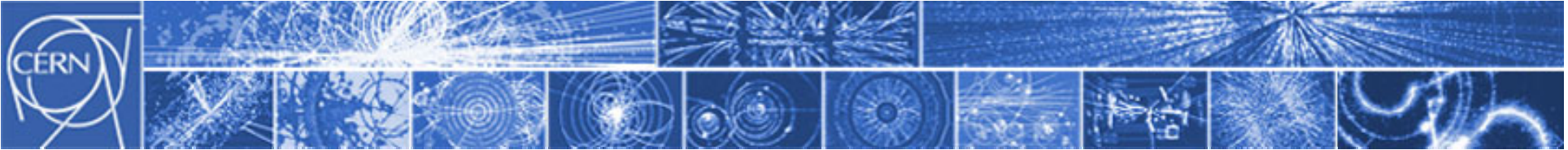
- Bulletin (fortnightly)
- Courier (10 issues/y)
- Annual Report
- Intranet website
- Graphic support
- Photographic support





New things to come

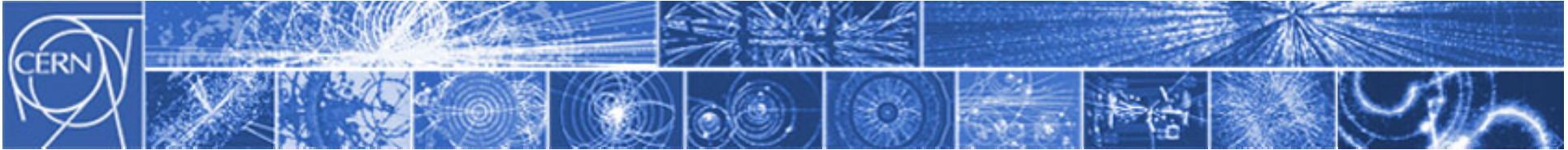
- ✓ Public website 
- ✓ LHC elegant brochure 
- ✓ LHC FAQ (2nd edition) 
- ✓ LHC physics brochure 
- ✓ Glossy booklet for the inauguration
- ✓ Briefing notes for journalists, including the contribution of each MS 



Possibilities for collaboration

1. Making wider use of material we produce
2. Producing new material in larger collaborations

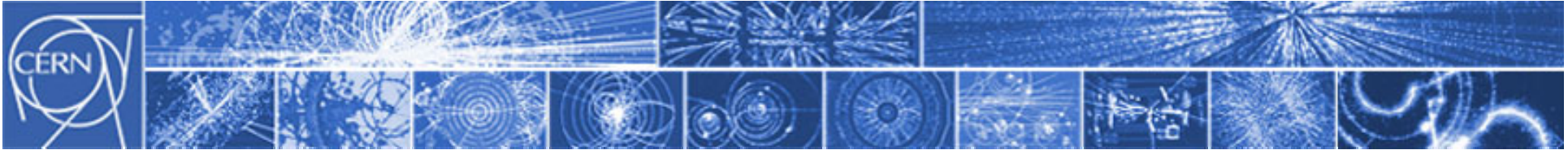
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are needed to see this picture.



1. Making wider use of our material

- no established protocol → this meeting is an important step forward!
- several issues to take into account:
 - a. copyright
 - b. language/translation
 - c. printing/distributing

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



a. Copyright

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

All our texts, pictures, videos, extracts etc are
CERN copyright but they are free for all
reasonable use but we do request you ask us
first

.... Check with Renilde

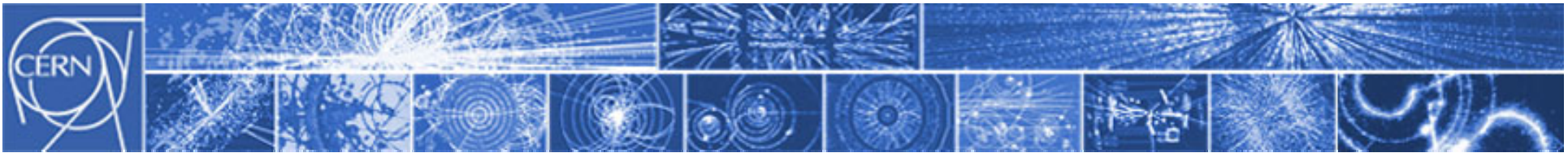


For some of the new movies different copyrights apply because
they are not produced by CERN only

▪ Who we are

▪ What we do

▪ Possibilities for collaboration



b. Translations

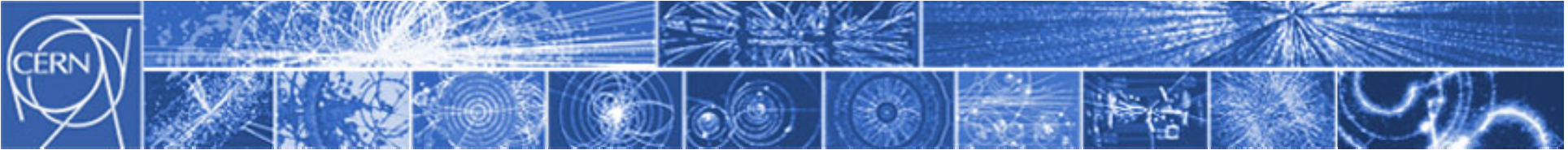
CERN has 2 **official** languages (English, French) plus 2 **core** languages (German, Italian). This means that:

- official publications should exist in English and French
- the most popular brochures and video materials often exist also in German and Italian



And if you are neither *official* nor *core*?

- set up your own (good) translation
- we will have it checked by a mother tongue at CERN
- always mention the translator(s) and, for print, the original CERN publication number, and of course © CERN



c. Distribution

We print and distribute 120 000 copies of brochures each year to:

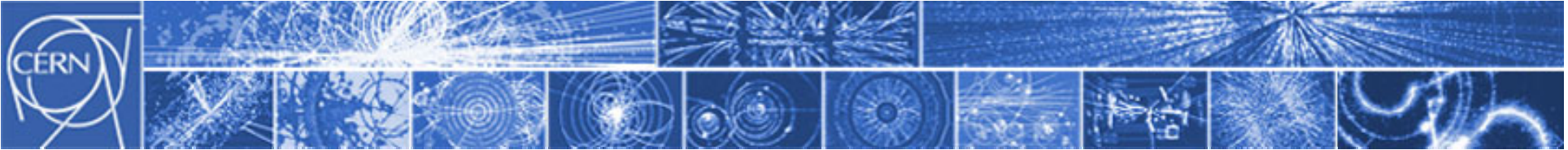
- general public (through the Visits Service)
- journalists and VIPs
- (small) events in and outside CERN

We do not distribute some more expensive booklets or DVDs. However, they are available!



And if you want to print and distribute your own copies in your country?

- the cost might be less but the exchange of files can be tricky
- CERN would like to operate a quality control on the final product



2. Producing new material in larger collaborations

- Not much so far → this meeting is an important step forward!
- several possible ideas for pooling resources
 - a. Video and TV animations (e.g. Higgs mechanism)
 - b. Short films
 - c. Books



By the way, do you have any interesting material that you would like to share with us?

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