

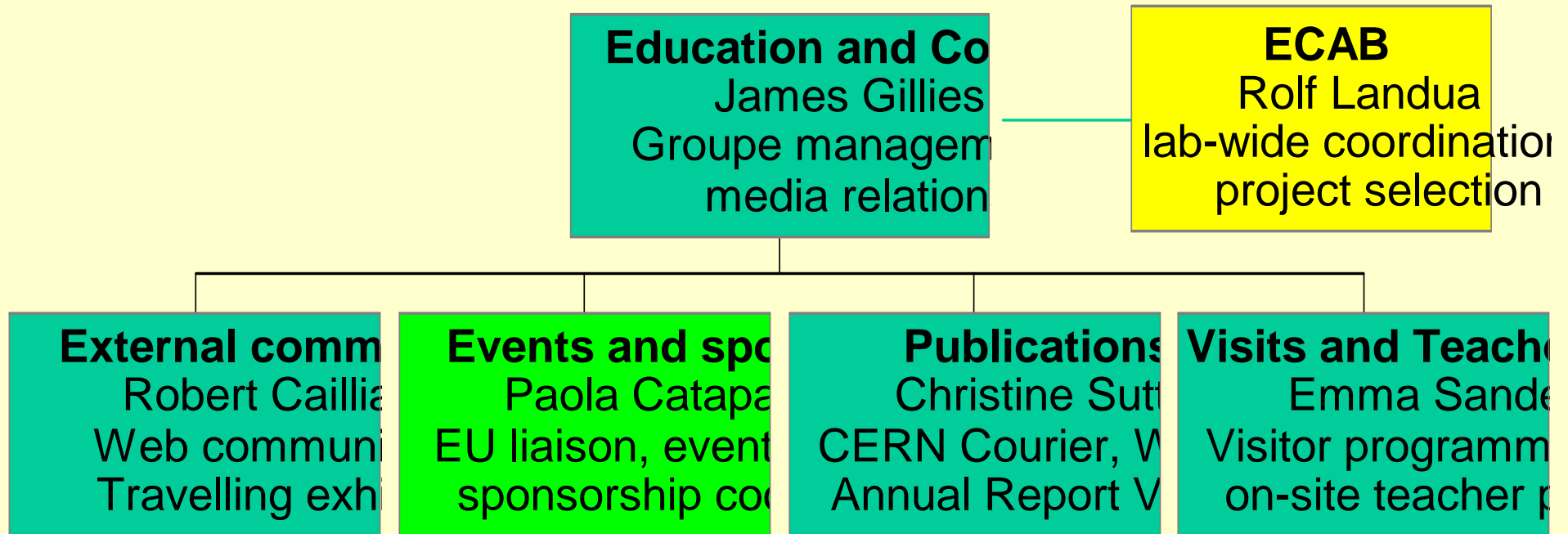
CERN

Education and Communication

(ETT/EC)

James Gillies
3 July 2003

Education and Communication (EC)

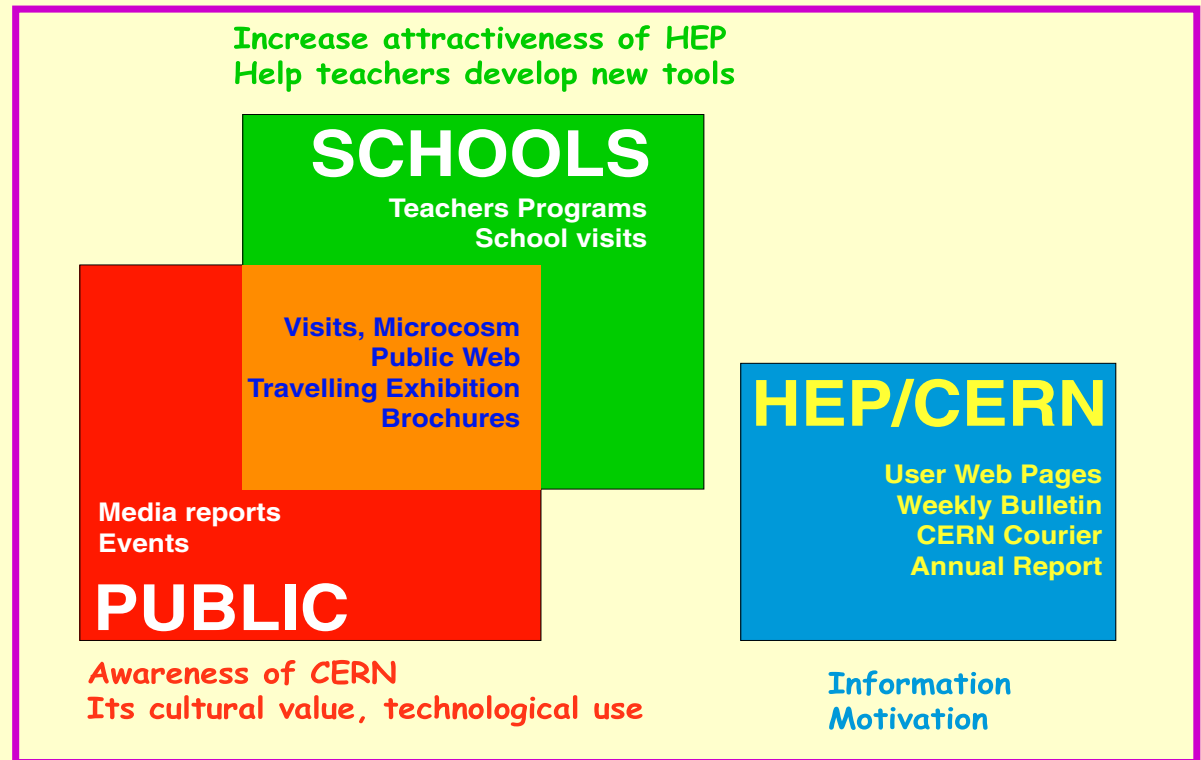


Education and Communication

General Public: Increase the level of awareness of CERN, its cultural value and the usefulness of its technology

Schools: Help teachers to create interest in science and particle physics

HEP: Inform and motivate CERN staff and users



ETT/EC

General Public

Press Office

300-400 journalists/year

Press, radio, TV, Interviews - Documentaries

<http://info.web.cern.ch/info/Press/>



Travelling Exhibition

150,000 visitors / year

2-3 venues per year in European cities

Off the road in 2003 for refurbishment

Public Web Pages

200,000 visitors / year

Guided CERN Tour for non-scientists, children's pages,
educational resources for teachers,
ask an expert

<http://www.cern.ch>



ETT/EC

General Public - Visitors

Guided Tours

20,000 visitors/year

Reception + Organization of Visits + Guides
<http://public.web.cern.ch/public/visit/visit.html>



Microcosm

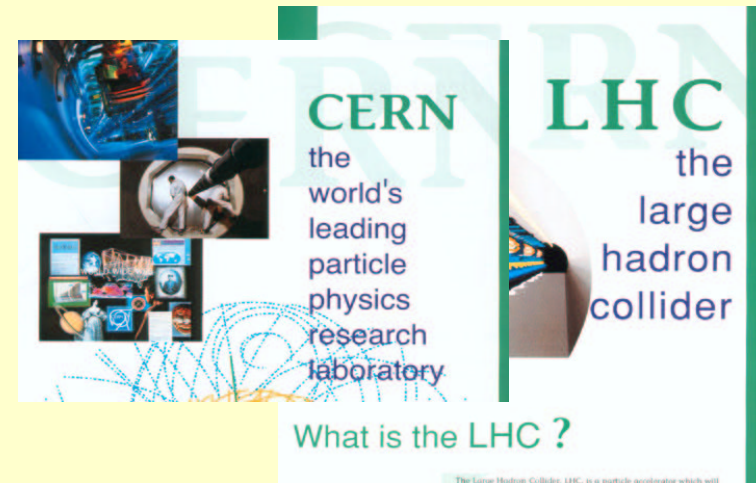
30,000 visitors / year

Permanent exhibition on CERN's research and technology

Brochures

100,000 copies / year

General information on CERN,
LHC machine, Experiments, Applications,
Safety
New series coming, starting this year



Special Events

ETT/EC

Special educational events

Enhancing the attraction of basic science, in collaboration with ESA, ESO, ESRF...



2002

Web-Casting "Live from CERN"



(Sponsored by European Union, 400 kCHF in 2002)

Teacher programmes



Immerse teachers in CERN and high energy physics
 Collaborate in developing new techniques for teaching
<http://visitservice.web.cern.ch/VisitsService/education/>

ETT/EC

HEP Community and CERN staff

Weekly Bulletin

6500 copies/ week

<http://bulletin.cern.ch/>



CERN Intranet

6 million visitors/year

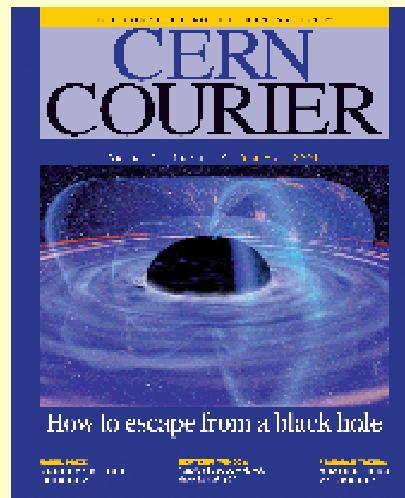
<http://www.cern.ch/>



Annual Report



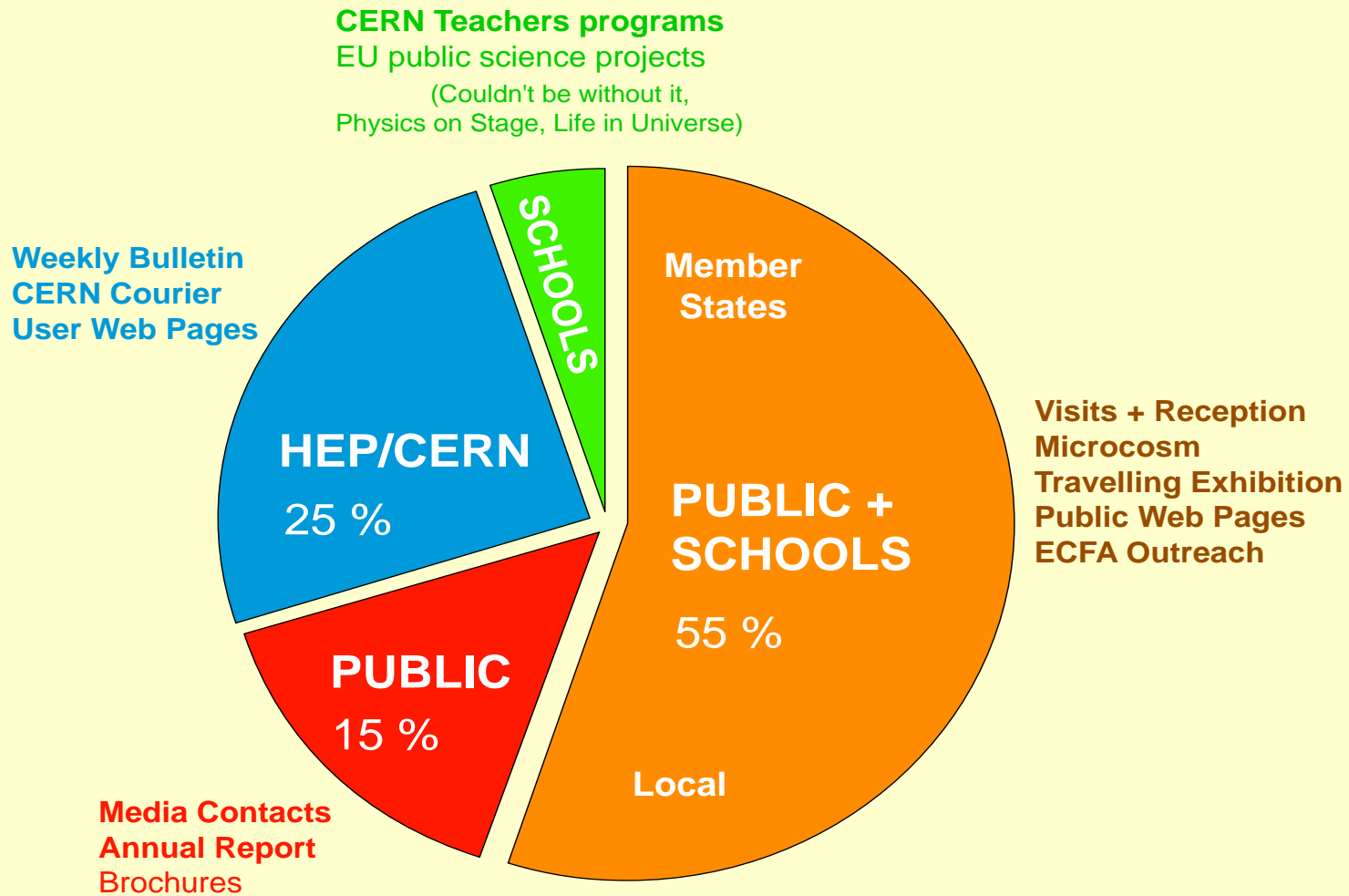
Yearly progress report
<http://publications.cern.ch/>



CERN Courier

"The" journal of High Energy Physics
25,000 copies, 10 issues/year
World-wide distribution
<http://www.cerncourier.com>

Distribution of Resources



What Next?

- Global coordination in particle physics outreach - <http://www.interactions.org>
- Increased networking of PR organizations in member states
- European Science Teachers Initiative
- CERN's golden jubilee year in 2004
- World Year of Physics 2005
- Globe of Innovation

<http://www.cern.ch>