

**Minutes of the 20th EPPCN Meeting
CERN
17 November 2016**

Present

Arnaud Marsollier (CERN), Minna Meriläinen-Tenhu (Finland), Perrine Royole-Degieux (France), Thomas Zoufal (Germany), Eleni Chatzichristou (Greece), Eleonora Cossi (Italy), Melissa van der Sande (Netherlands), Hilde Lynnebakken (Norway), Pawel Bruckman de Renstrom (Poland), Pedro Abreu (Portugal), Danica Stojiljkovic (Serbia), Ivan Melo (Slovakia), Rocio Vilar Cortabitarte (Spain), Isidoro Garcia (Spain), Marc Türler (Switzerland), Christopher Buratta (United Kingdom)

Also present

Charlotte Warakaulle (CERN), Ana Godinho (CERN), Pippa Wells (CERN), Kate Kahle (CERN), Julile Haffner (CERN), James Gillies (CERN), Hans-Peter Beck (IPPOG), Stephanie Hills (STFC)

Apologies

Ruth McAvinia (APPEC), Brigitte de Monte (Austria), Lubos Veverka (Czech Republic), Barbara Vizkelety (Hungary), Avital Baer (Israel)

Thursday 17 November 2016

1. Welcome

Charlotte Warakaulle welcomed everyone and introduced the new head of IR-ECO group, Ana Godinho. Then a roundtable was done and everyone introduced him/herself.

2. CERN's communication plan 2016-2020

Ana Godinho presented the development of the Communication strategy. This strategy has been developed with the input of the whole IR sector and the recommendations of Proof, a company hired to analyse CERN's communication.

Three main objectives of CERN:

- Full use of the LHC
- Develop diverse scientific programs including the Neutrinos
- Look beyond High-Lumi LHC

Challenges: What if nothing (big) happens in the upcoming years? We need to communicate that CERN needs to develop an accelerator programme for the future. We also need to communicate the ups & downs of experimental results. If times are quiet, it is the opportunity to communicate on the other experiments at CERN, the process of science, the technologies development, the impact of CERN on society.

Six specific objectives:

- Maintain support from member states and associate member states
- Attract new member states
- Maintain public awareness
- Be a voice for particle physics
- Promote public engagement

Four themes identified:

- Research
- Innovation
- Collaboration
- Inspiration

We aim for positive messaging and for this we work with our partners like EPPCN and Interactions.

CERN's vision is ambitious but realistic: "To gain understanding of the most fundamental laws of the Universe".

Six big key messages:

- CERN is the leader in particle physics
- The discovery of the Higgs boson is the start and not the end of particle physics
- Need to invest in technology
- CERN benefits to society
- CERN is an open institution
- Diversity

Ana also presented ten target audiences but at the moment they are not prioritized.

The communication strategy will be soon available online on the new IR sector website.

Questions to Ana:

- How to convey the communication strategy to the Member states? EPPCN has a role of facilitator. It is a challenge to coordinate this relation. CERN shares its view and the Member states give their feedback. Mutual reinforcement. There are specificities for each country.

- Support of the Member states: it is crucial for CERN not only by the funding but also to be a voice for CERN in the countries.

- Target: Scientists from other scientific fields. It is important to keep in mind that there are different sciences and they do not necessarily support CERN though they can be in reviewing panels for funding.

- Will there be a bigger opening of Fabiola's image in the future? She is the first woman DG in particle physics. But CERN is not only Fabiola Gianotti, there is more than her. We try to identify other voices not only her voice.

There is a will to identify CERN's voices in the member states to write in opinion pieces about CERN and we need EPPCN to identify these voices.

3. News from CERN

Arnaud Marsollier presented the last news from CERN.

The weasel has been the biggest story of the year but our main story over the year has been the 750 GeV bump of course. The BBC Horizon documentary has been an opportunity to explain how science works.

Other stories: storms above CERN, Sacrifice video, earthquake, etc. Anything happening in the world is because of CERN.

Now we compare more our media and social media coverage in order to see what works well and in which media.

News from the LHC: twice more data than expected. Any results can come at anytime.
In 2016, we welcomed a new member state, Romania and a new associate member, Ukraine. Soon we should welcome India as associate member as well.

We also organized TEDxCERN beginning of November and it was well attended and covered by satellite events all around the world.

This year we did two webseries “InTheory” and “InPractice”.

Arnaud listed all the upcoming conferences and regarding the World Conference of Science Journalists 2019 in Lausanne, he explained that the Swiss association of Science journalists will do a proposal in 2017 to host the conference jointly with French and Italian associations. CERN is helping for defining the scientific programme and we are looking for easily accessible interesting places to visit. The partners proposing a visit should pay for the transport of the journalists. Arnaud asked the EPPCN members to send their proposals by Spring 2017.

4. Relations with Member States

Pippa Wells presented the Relations with Member States section that is in the IR sector. The aim of this section is to ensure ongoing and effective dialogue between CERN and the Member States, to share information, best practice and concerns.

Senior staff members are designated to represent the country they are from. These contacts can give information from their country.

There are also Thematic Forums such as Knowledge Transfer forum and the ILO forum that already existed and new ones such as Scientific Computing Forum and Teacher and Student Forum.

The EPPCN and IPPOG networks already in place will remain and there are no plans to do other thematic forums on these areas.

It is always useful to know the members of the other forums.

Pippa announced that once the IR sector website will be on she plans to have a page listing all these forums.

5. CERN’s brochures

Kate Kahle, head of the Content section, explained that there are a lot of brochures, mostly developed in 2007. The content and the images are out of date.

The maintenance of these brochures is quite heavy and the demand is decreasing.

Therefore CERN has decided to keep only two brochures:

- The 60th anniversary brochure will be developed to be more evergreen, it is bilingual FR/GB, is smaller. This brochure will replace the press kit given in the past.
- LHC FAQ brochure will stay as well and will be updated.

All the other brochures will be no longer maintained.

6. Social Media working group

6.1 Social Media at CERN

Julie Haffner, Social media manager, gave a presentation about CERN on social media. CERN started in 2007 on social media with a Youtube channel. Since then Twitter, Facebook, Google+, LinkedIn and Instagram have been added as social media channels.

CERN social media strategy:

- Begin a journey
- Foster engagement
- Retain positive sentiment

Social media profiles:

Twitter has the biggest number of followers.

Instagram started in 2015 with the Photowalk and has seen a big increase of followers. This new channel needs to be developed.

Content published on social media:

- CERN's latest news
- Throwback Thursday
- Guess what it is?
- Fun stories as April's fool
- Opportunities: welcome well-known people and ask them to share their visit to CERN on social media (a way to touch new audiences).
- Human stories: #InTheory

Collaboration is very important as social media:

- Need all ECO people to feed it (for example, 360° videos or photos, etc.).
- Try to share info/posts from other labs. Work together on communicating social media.
- Encourage physicists to go on social media (respecting the guidelines) and help in replying questions.

6.2 Discussion on working group

Perrine Royole-Degieux presented the working group on Social Media, the aims and benefits of such a group.

Social media might help Member States to engage with science.

Three members of the subgroup are not EPPCN members, so please identify who is the community manager in your institution and give his/her contact details.

The subgroup started in September and already found:

- CERN runs very popular accounts
- Main content is about science, experiments but less about Member States
- Benefit to know more about Member States

CERN supports the Social media subgroup and agrees to drive more traffic to Member States accounts.

CERN would like to have more ambassadors for CERN in the Member States: could it be provided?

Some ideas:

- Integrate Member States content in existing CERN's categories
- Submit weekly content about Member States
- Create specials # for Member States stories
- Consider creating a Member State account (for longer term)

Proposed actions:

- Interact more with CERN's team
- Explore what is done elsewhere
- EPPCN survey
- Social media topic on each EPPCN meeting

Q&A session:

- CERN could follow Member States accounts – send an email to social.media@cern.ch in case CERN does not follow you.
- Send list of Twitter accounts you follow
- When you have content interesting for CERN to share send an email to social.media@cern.ch
- We can work together on specific stories and #
- CERN should share things linked with CERN, the experiments or the physicists
- UK uses #UK@CERN and encourage people to use it.
- CERN will not write the content.
- Member States could provide a Friday story on Twitter (1 week/Member state) or we could decide to have on month by Member state to be more flexible. CERN can put a plan together and then the EPPCN members sign up for a month and prepare content for this month.
- This could be possible to integrate for “Guess what it is”
- What about to have it on the other side: CERN posts translated and posted on Labs accounts?
- It will be useful to have a Twitter group to share information as no everyone is always on several channels.
- CERN does not retweet people but it retweets laboratories and collaborations.
- The social media subgroup will circulate the survey to all EPPCN members.

7. New EPPCN Sharepoint site

Sophie Tesauri presented the sharepoint site, still under construction, to the EPPCN members. This site will be the new EPPCN site with a public part and a working part (private).

8. IPPOG report

Hans Peter Beck presented the IPPOG network.

- Flagship activity: Masterclasses with real LHC data.

Big evolution from 2005 to 2016: increase in the number of countries, institutes, students and video conferences.

Masterclasses cover not only particle physics but also astroparticle physics.

- CERN Beamline for Schools: very successful competition.

IPPOG acts as national contact for this project.

- IPPOG is also present at conferences and publishes a newsletter that Hans Peter Beck could share with EPPCN members.

- IPPOG has now a Memorandum of Understanding (MoU): countries can sign up but also collaborations or experiments. Members have to pay a fee. This collaboration will be considered when ten members have signed the MoU. As of today six members signed and five will do soon.
- Two co-chairs: Hans Peter Beck and Steven Goldfarb

9. Report to Council

Eleonora Cossi presented the EPPCN report that she gave to the CERN Council in September.

- Message from Council: Do not put Dark Matter as the main topic of research. Council encouraged the EPPCN network to continue its work.

10. EPPCN Strengthening

Chris Buratta presented on behalf of the Governance working group the results of their reflection. Since 2006 things have changed. EPPCN is a talented group of people but not enough resources in terms of time/meetings.

The outcome expected today:

- clarity on membership and co-chair issues
- action on further items

Three key areas:

1) EPPCN Terms of Reference

- Strengthen communication between communications officers in the Member States
- Share best practices and maximize benefit in the Member States

There are three other points less achieved.

2) Membership

“In order for EPPCN to be effective, member state EPPCN representatives should be communications professionals with delegated authority to represent the national coordinating organization or who perform a co-ordination role at the national level.”

EPPCN should request that CERN Council reaffirm this position.

3) Governance

Co-chair role. Why required?

To support our aims: to provide advice on “long-term strategic issues” and to “implement and monitor strategies designed to foster long-term support for fundamental sciences”.

The role of the co-chairs would be to:

- Organise and set the agenda for each meeting
- Chair EPPCN meetings
- Represent EPPCN and its views
- Oversee the creation of working groups within EPPCN as required
- Organise specific/additional meetings as required
- Report to Council once a year on EPPCN activities

Duration: 2 years mandate.

Questions for break out discussion and conclusions from each sub-group:

1. Should EPPCN strengthen the language around membership?

It is important to keep the word “communication” in the definition but some members are concerned by the word “professionals”. Therefore a solution needs to be found and get the approval of everyone.

New definition:

“In order for EPPCN to be effective, Member State EPPCN representatives should have delegated authority to represent the communications activities of the Particle Physics community in their country.”

2. Do we want to appoint co-chairs on the basis outlined?

Co-chairing should give another point of view than CERN’s one.

Two years mandate.

Money needed to travel to represent EPPCN.

Define the percentage of working time for such position will help in taking decision to be or not a co-chair.

3. By what process should we appoint them/timeframe?

Two years mandate is fine.

Selection of candidates should be done during the spring meeting.

Co-chairs: one CERN co-chair appointed by CERN and one representative for the Member States elected by EPPCN members.

CERN could afford travel expenses of the co-chair if needed.

This process could start at the next spring meeting.

Actions for the Governance working group:

- Redraft wording of EPPCN membership.
- Scope the role of co-chair and write it.

EPPCN focus on science topics: if a working group is created on this topic Pedro Abreu volunteered. It will be important to liaise with IPPOG in regard of the Update of the European Strategy for particle physics (not only particle physics but High Energy Physics).

11. Upcoming Conferences

- EPS 2017 at Venice on 5-12 July:

INFN is coordinating communications for the conference (press office and institutional communications).

There will be press office activities, a newsletter, outreach/communication session, social media session.

Eleonora Cossi will send an email to EPPCN members to ask for help.

CERN will help.

- AAAS 2017 in Boston on 16-20 February:

CERN will be present with a LHC session. STFC will be present as well.

- Quark Matter 2017 in Chicago on 6-11 February:

It will depend on ALICE experiment results.

- WCSJ 2017 in San Francisco on 26-30 October:

CERN may have a session on antimatter.

- PARI 2017 (Public Awareness of Research Infrastructures) in Garching on 29-30 May:

Conference where you can exchange best practices and experiences.
Could we present EPPCN to this conference?

12. Promoting CERN in the UK

Stephanie Hills presented how UK promotes CERN in the UK.

Motivation:

- UK government impact agenda
- UK subscription is approx. 160M CHF
- Schools are not always prepared for their visits, so aim to improve the situation.

Use your data:

It was asked to the Visits service to add the postcode on the booking form and not only the country. STFC outreach officer emails all teachers coming to CERN and provides information, videos, tells them about Masterclasses, etc. She also provides practical information about CERN; information regarding Teacher programme. She also gives them a template press release for local media.

Political support:

- Use school postcode to identify elective representative
- Use school visit to contact them
- Invite them to visit CERN

Results: reach more political decision makers

Next steps:

- Involve local universities
- Target local media to tell CERN's story (meet with physicists from their area)
- Promote virtual visits
- Book a visit

Some EPPCN members expressed their interest in accessing this information. CERN will look at this and see how they could access this information regarding the visits.

Of course it is very useful to have a representative based at CERN.

13. Update on SESAME project

James Gillies, who is supporting SESAME communication at the level of 20% of his time, presented the history of SESAME (intergovernmental organization) from 1995 to nowadays (cf. slides).

Last news: beams should circulate before the end of the year. Research will begin in summer 2017 with two beam lines. Official inauguration foreseen for 16 May 2017.

The challenge with this project is to find people who will invest in SESAME.

There is a selective awareness raising: people do not know the existence of SESAME.

James is organizing a media trip to SESAME on 3-4 December for eighteen Swiss journalists, Le Monde, BBC radio (Roland Pease) and TV24 news.

SESAME is based on the same principle as CERN. However, there is no formal link, no official experiment recognized, between CERN and SESAME.

14. Summary and actions

- CERN communication plan to be approved. It will go to the ECO website and Ana will share it.
- Brochures: CERN will stop them. There are still things to discuss about translations, etc.
- Social media: working group will continue. Some actions are easy to implement immediately.
- Sharepoint site: will be soon ready. Sophie will invite people to register and use the workspace.
- Governance working group: Decisions made on the outline; other actions to be continued for implementation
- Conferences: INFN will manage EPS; workshop of infrastructures (PARI2017) talk about EPPCN?

15. Next meeting

Avital Baer is still inviting us to come to Israel for the spring meeting and it could be maybe combined with the inauguration of SESAME on 16 May. Sophie will contact her and check when the meeting could be organized and propose some dates.