

# How to reach new audiences

## New audiences — hard to reach groups?

- ▶ Socially disadvantaged groups
  - ▶ Target low socioeconomic status groups
  - ▶ Prisoners
  - ▶ Refugees
- ▶ Remote communities
- ▶ Older people?
- ▶ Primary school teachers and students
- ▶ Where science is not popular, politicians are not interested

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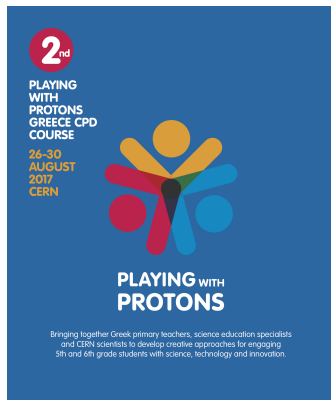
## Unconventional methods

- ▶ Cartoons, computer games: entertainment industry links?
- ▶ Music festivals
- ▶ Physics busking, flash mobs
- ▶ History, drama?

# Primary schools

## Teachers

- ▶ Primary school teachers often afraid of physics
- ▶ CMS training courses for primary school teachers
- ▶ Has selected disadvantaged schools in Greece
- ▶ Validated pilot exercises



2<sup>nd</sup>  
PLAYING WITH PROTONS  
GREECE CPD COURSE  
26-30  
AUGUST  
2017  
CERN

PLAYING WITH PROTONS

Bringing together Greek primary teachers, science education specialists and CERN scientists to develop creative approaches for engaging 5th and 6th grade students with science, technology and innovation.



## Pupils

- ▶ Cartoons — partnerships with Marvel Comics etc?
- ▶ Computer games (Big Bang Legends)
- ▶ Who pays for translations?

# Underrepresented groups

- ▶ Native people <https://youtu.be/Ahxsibjelvs>

The screenshot shows the website of Fedasil, the Federal Agency for the Reception of Asylum Seekers. The page features a red navigation bar with links for Home, Over Fedasil, Asiel in België, Opvangcentra, Vrijwillige terugkeer, Internationaal, Nieuws, and Contact. A search bar is located in the top right corner. The main content area displays a news article titled "Sterren schitteren voor iedereen, ook voor asielzoekers" (Stars shine for everyone, also for asylum seekers). The article is dated 24/03/2017 and is categorized under "Nieuws" and "Sensibilisation". The article text describes a project where mobile telescopes are provided to refugees and asylum seekers, allowing them to observe the night sky. The article includes a photograph of a mobile telescope on a tripod. The text of the article is as follows:

**Sterren schitteren voor iedereen, ook voor asielzoekers**

[Poelkapelle](#)  
24/03/2017

Op 28 maart krijgt ons opvangcentrum twee mobiele sterrenkijkers. Het project 'Sterren schitteren voor iedereen' wil wetenschap dichterbij brengen bij de bewoners van het centrum.

Iedereen moet de kans krijgen om naar de sterren te kijken. Dat is het uitgangspunt van het project 'Sterren schitteren voor iedereen' van de Volkssterrenwacht Armand Pien te Gent. In totaal deelden ze de afgelopen twee jaar zo'n 200 sterrenkijkers uit in huizen en scholen in binnen- en buitenland.

Jean-Pierre Grootaerd is bezieler van het project en werkt al jaren als vrijwilliger bij de Universiteit van Gent en de Volkssterrenwacht. Samen met een ploeg vrijwilligers bouwen ze eigenhandig mobiele telescopen. Het geld voor de telescopen voor Fedasil kregen Jean-Pierre en zijn collega's dankzij een schenking "Het is de eerste keer dat we een

- ▶ Refugees
- ▶ Prisons
- ▶ Adapt your goals and messages

# Beyond STE(A)M

STEAM is embraced by EU Commission

## Music festivals

- ▶ Montreux Jazz Festival 2013–2015 <http://mjf2015.web.cern.ch>
- ▶ WOMAD 2016 <http://stampthewax.com/2016/07/12/cern-pavillion-womad-2016/>
- ▶ BlueDot 2016  
<http://www.discoverthebluedot.com/profile/cern-visits-the-cosmic-piano>
- ▶ MoogFest 2017 <https://moogfest2017.sched.com/event/AGb5/atlaslhc-virtual-visit>
- ▶ Music and science are both universal languages!

## Strategies

- ▶ Create a STEAM TEAM?
- ▶ Evaluate what worked, what did not work
- ▶ Schedule for music festivals and other events?