



Working with the media



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Guardian Unlimited
think of escaping

The mother who never goes out without her daughters

A royal child's relationship with its parents is always going to be an intriguing one. Take Charles: a middle-aged man whose life purpose cannot commence until his mother pushes off, either off the throne or into the next dimension.

But it's Princesses Beatrice and Eugenie who provide the most fodder for thought on this account. These two young ladies, perfectly pleasant by all accounts, seem to have a relationship with their mother, the indefatigable Fergie, that is so close as to be downright stifling. The three are frequently photographed at parties and proms together and this week Fergie and her ex-husband were photographed leaving a restaurant together. She did leave the girls at home but they were present in spirit, thanks to Fergie's Anya Hindmarch handbag, which was emblazoned with a picture of her daughters.

For New Year's Eve, Beatrice and Eugenie, 18 and 15 respectively, went to Thailand for the party where Pete Doherty sort-of-but-not-really married Kate Moss. Quite a good gig for two teenagers, you would think. Except that their mother went with them. Fergie has hosted in interviews about how she and Beatrice like to go "on the pull together" and Beatrice recently cooed that her ambition was to be "a mini-mummy [because] her behaviour is one I'd really like to follow". Ah-toe-sucking-choo!

In this day of family breakdowns and the end of the nuclear unit, isn't it heartening to see two teenagers so happily close to their mother? Others have been spotted partying with their mothers, too: Moss herself was photographed at Manumission in Ibiza with her mum. None the less, we all remember what it was like to be 18: the idea of going to a party with one's mother was pretty much up there with joining the after-school physics club in terms of social humiliation. So either they are doing this under



Inseparable... Fergie with Beatrice and Eugenie - and, left, her bag with their picture on

In this day of family breakdowns, isn't it heartening to see two teenagers so close to their mother?

suffrance or, as has long been suspected, the royals don't have normal human reactions. This would explain how William and Harry continue to live day to day, seemingly unhampered by their father's once-professed wish to be a female sanitary product when most other people would have fled to Tanzania. But frankly, the thought of Fergie turning up in Manumission is enough to make you beg Beatrice and Eugenie to, please, take a stand now. **Hadley Freeman**

PHOTOGRAPH BY JAMES COOPER FOR GEMINI

“We all remember what it was like to be 18: the idea of going to a party with one’s mother was pretty much up there with joining the after school physics club in terms of social humiliation.”

79% interested or very interested

91% never attend public events

66% think science makes our lives healthier, easier and more comfortable (down from 78% in 2005)

“There is a general shift towards scepticism compared to the 2005 survey”



61% feel well or very well informed

Public sector scientists most trusted (older surveys)

Politicians and journalists least trusted (older surveys)

29%: The sun goes round the Earth (2005)

EUROBAROMETER (2010)

- Public increasingly values science, and scientists
- Public want to hear more about science
- Public feel less well informed than they did in 2008...
- **...Particularly when there's conflicting information to deal with**
- **People are concerned about regulation and scientific ethics...**
- ... stemming from lack of understanding of the scientific process
- The general public can not be treated as a homogeneous entity

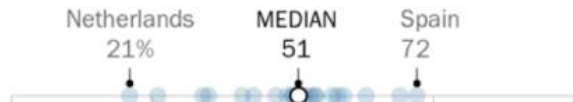
Most value government investment in scientific research, being a world leader in science

% who say ...

Government investments in scientific research are usually worthwhile



It is very important to be a world leader in scientific achievements



Their scientific achievements are the best in the world/above average



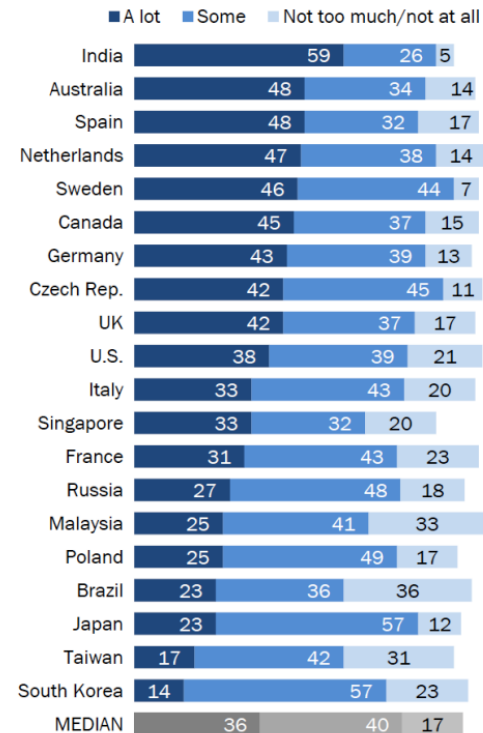
They have a lot of trust in scientists to do what is right for the survey public



EACH BLUE DOT REPRESENTS ONE OF THE 20 PUBLICS

Majorities have at least some trust in scientists to do what is right

% who say they have ___ trust in scientists to do what is right for (survey public)



Pew research
Center
September
2020



But that's just what they say

Evidence tells a different story

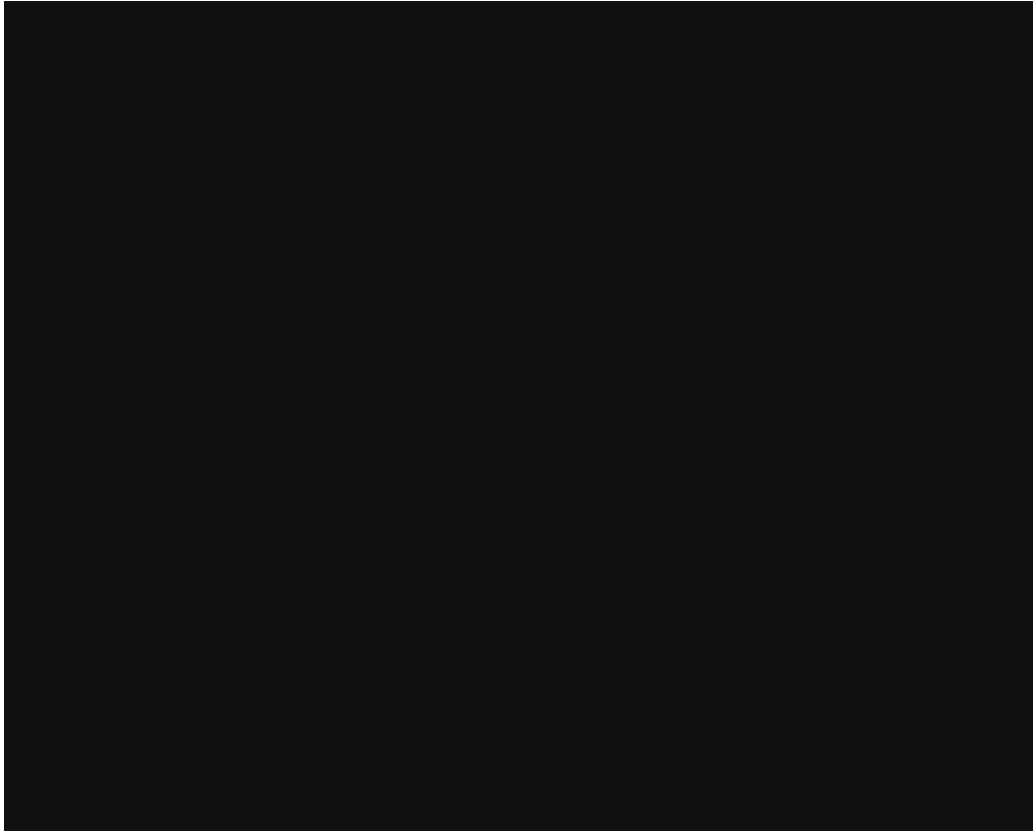
- Number of young people opting for science at point of choice falling
- Personal decisions reveal science/society disconnect – GMO, MMR, energy options, COVID-19...



This is why we communicate...

- **Altruism** – we believe it's a good thing to do
- **Self interest** – we believe it's the right way to ensure sustained support
- **Obligation** – we're a publicly funded organization
- **Lisbon objectives** – the only way to provide scientists is to engage with young people
- **Science based society** – everyone's life depends on science. It's important that science be part of the conversation in the street

CERN's own formative evaluation for the LHC start-up phase



What does that tell us?

People do not understand what we do
“science is just there” “not a clue” “stone circle”

But they think it's good
“we need to know what's inside an atom” “a good thing”

It's perceived as expensive
“it's a lot of money”

People want to know what's in it for them
“it will have a practical benefit”

This kind of research helps us shape our messages...

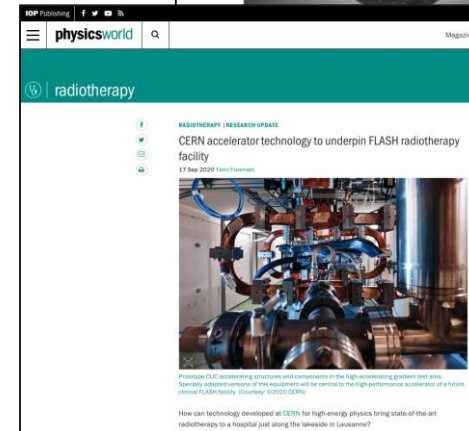
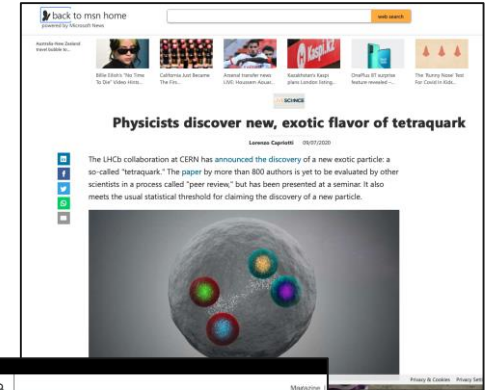
We don't have to justify basic research as much as we used to think...

... traction in the media of science stories post-Higgs is evidence of this.

We do need to justify the cost...

... increased communications about societal engagement

... increased engagement with non-science outlets



Outlets

- **International TV**

BBC World, CNBC, CNN
Bloomberg

- **International radio**

NPR, Deutsche Welle, BBC World

- **International press**

FT, WSJ, **The Economist**, Business
Week, **International New York
Times**

- **National press**

New York Times, London Times, Die
Welt, Times of India, China Daily, Le
Monde, Die Zeit, Le Temps

- **National TV/radio**

TF1, Rai, BBC

- **Websites**

CNN, BBC, Reuters.com,
asahishimbun.com etc etc

- **Agencies**

Reuters, ATS, AFP, AP, SPL...

Different outlets, different approach

The (written) press:

- Newspaper: daily, weekly
- Magazines: weekly, monthly - features

Broadcast media (TV and Radio):

- Potentially huge audiences.
- Documentary very different from news.

Press agencies:

- Print, photo, TV.
- Make money by selling stories to other media.
- Big multiplier effect.

Online:

- Very fast changing (not always professionals)
- Increasingly user-generated (blogs, podcasts, YouTube...)



But basically two types of coverage:

MercoPress.
South Atlantic News Agency

Oscar winning film directors appeal for help for movie theaters: 69% face bankruptcy

Johnson yields to Parliament rebellion over powers to introduce more coronavirus restrictions

Discovery of the Higgs boson a key to open the mysteries of the universe

Wednesday, July 4th 2012 - 22:39 UTC

[Full article](#) | [6 comments](#)

Scientists at Europe's CERN research centre have found a new subatomic particle, a basic building block of the

News and Views

Harpers, issue 179, June/November 1939

THE USEFULNESS OF USELESS KNOWLEDGE

BY ABRAHAM FLENNER

IT is not a curious fact that in a world steeped in irrational hatreds which threaten civilization itself, men and women—old and young—detach themselves wholly or partly from the angry current of daily life to devote themselves to the cultivation of beauty, to the extension of knowledge, to the cure of disease, to the amelioration of suffering, just as though fanatics were not simultaneously engaged in spreading pain, ugliness, and suffering? The world has always been a sorry and confused sort of place—yet poets and artists and scientists have ignored the factors that would, if attended to, paralyze them. From a practical point of view, intellectual and spiritual life is, on the surface, a useless form of activity, in which men indulge because they procure for themselves greater satisfactions than are otherwise obtainable. In this paper I shall concern myself with the question of the extent to which the pursuit of these useless satisfactions proves unexpectedly the source from which undreamed-of utility is derived.

We hear it said with tiresome iteration that ours is a materialistic age, the main concern of which should be the wider distribution of material goods and worldly opportunities. The justified outcry of those who through no fault of their own are deprived of opportunity and a fair share of worldly goods therefore divers an increasing number of students from the studies which their fathers pursued to the equally important and no less urgent study of social, economic, and govern-

mental problems. I have no quarrel with this tendency. The world in which we live is the only world about which our senses can testify. Unless it is made a better world, a fairer world, millions will continue to go to their graves silent, saddened, and embittered. I have myself spent many years pleading that our schools should become more acutely aware of the world in which their pupils and students are destined to pass their lives. Now I sometimes wonder whether that current has not become too strong and whether there would be sufficient opportunity for a full life if the world were emptied of some of the useless things that give it spiritual significance; in other words, whether our conception of what is useful may not have become too narrow to be adequate to the roaming and capricious possibilities of the human spirit.

We may look at this question from two points of view: the scientific and the humanistic or spiritual. Let us take the scientific first. I recall a conversation which I had some years ago with Mr. George Eastman on the subject of use. Mr. Eastman, a wise and gentle far-seeing man, gifted with taste in music and art, had been saying to me that he meant to devote his vast fortune to the promotion of education in useful subjects. I ventured to ask him whom he regarded as the most useful worker in science in the world. He replied instantaneously: "Marconi." I surprised him by saying, "Whatever pleasure we



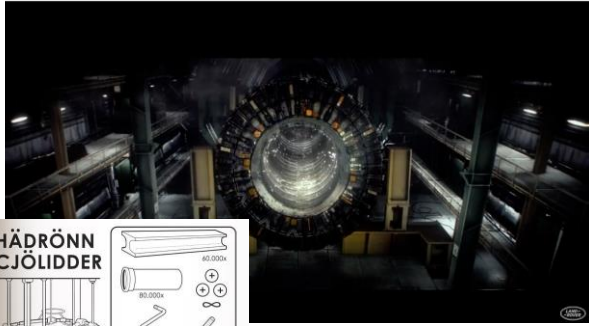
Some basic truths about the media and us

- The media will talk about CERN.
- We do not control how we are covered.
- We don't have the right to see material before publication (except quotes).
- It is in our best interest to welcome the media, and to be as open as possible
⇒ influence how we are covered, be a leader in the conversation about us
- It is in our best interest to stay ahead of the information!
⇒ monitor and act when necessary

THE  **TIMES**

Bang go Billions on Work of
Little Substance

Some (more) basic truths about the media and us



aug 17

New Rolex Milgauss is protected against Magnetic Fields

Luxury watch brand Rolex has a new wristwatch in its offering for scientists who work at CERN near the accelerators.



The Rolex Milgauss is shielded against magnetic fields. Of course the Rolex Milgauss is for anybody working near strong magnetic fields.

Lexus offers so much car (and so many buttons) for your money.

By Michael Booth
Published: 22 April 2007



The Lexus LS460 has been named World Car of the Year

With unusual - oh, if you must - unprecedented timeliness, I have tested the new Lexus LS460 a week after it was named the World Car of the Year.

No, I had never heard of this either and, in fact, I generally don't read car awards. Take the Car of the Year, for example, whose votes are cast by a panel of judges, many of whom are much the same partial lines as those who vote in the Eurovision Song Contest.

There is one other problem: the fuel economy, or lack thereof. But this summer Lexus will launch the LS600h, a hybrid version of the 460 which, knowing Toyota, will be more technologically advanced than CERN, yet cause less fossil disturbance than Ian McEwan researching his latest novel.



HÄDRÖNN CJÖLIDDER



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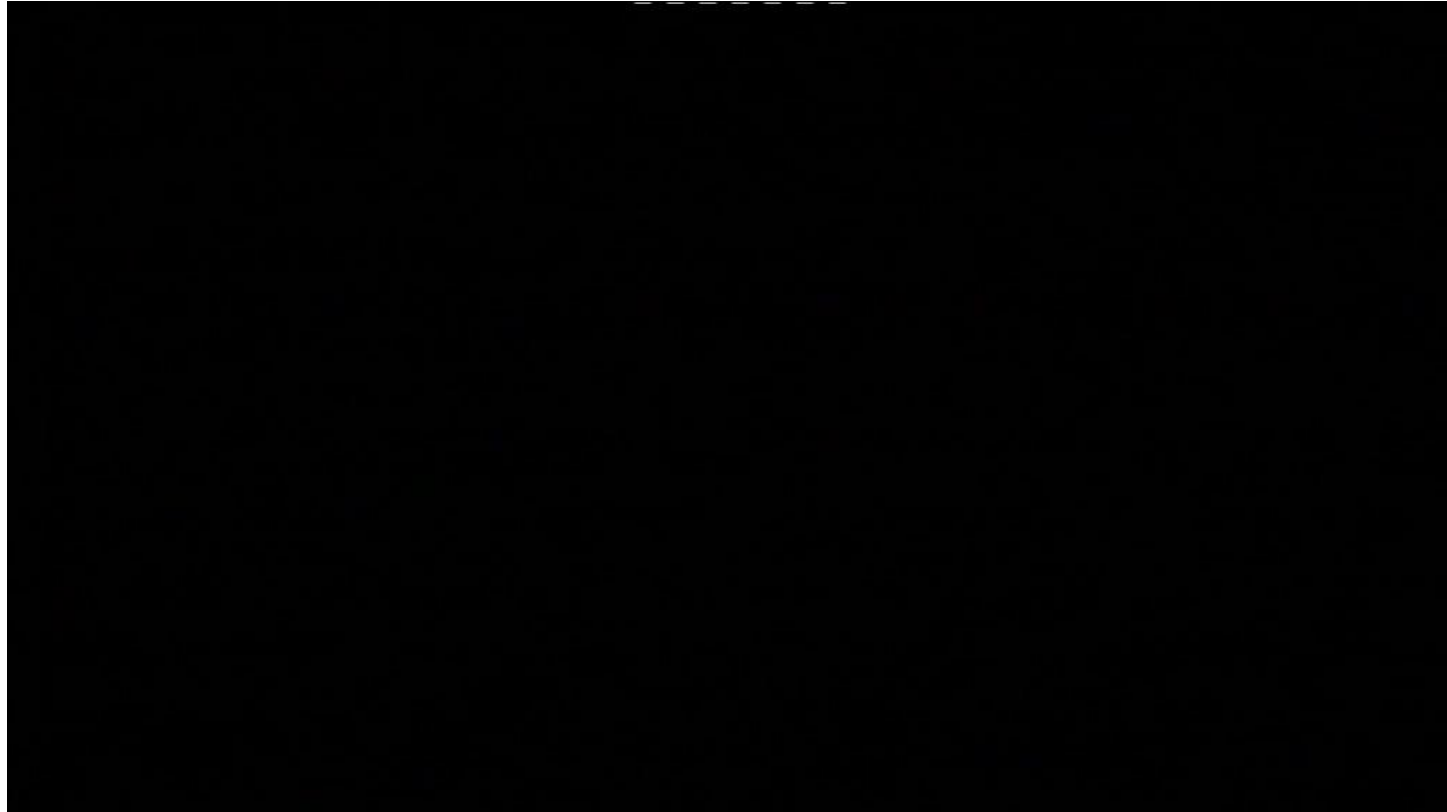
3. 

4. 



CERN has become a by-word for excellence – but our visibility comes at a price...

Yet more basic truths about the media and us



Everything is an opportunity (almost)...

The banner features a dark, atmospheric background with a large, glowing stone angel statue on the right. The text is arranged in a clean, professional layout on the left side.

ANGELS & DEMONS.
Lecture Nights
THE SCIENCE REVEALED

HOME
ABOUT THE SERIES
SCHEDULED LECTURES
RESOURCES AND LINKS

RESOURCES FOR LECTURERS
OFFICIAL ANGELS & DEMONS WEB SITE

This May will see the world premiere of *Angels & Demons*, an action-packed thriller based on Dan Brown's best-selling novel that focuses on an apparent plot to destroy the Vatican using a small amount of antimatter. In the book and the movie, that antimatter is made using the Large Hadron Collider and is stolen from the European particle physics laboratory CERN. Parts of the movie were actually filmed at CERN. It's not every day that a major motion picture places particle physics in the spotlight, especially one starring Tom Hanks and directed by Ron Howard. Through a series of public lectures, the particle physics community is using this opportunity to tell the world about the real science of antimatter, the Large Hadron Collider and the excitement of particle physics research.

Visit the links above to locate a lecture in your area, learn more about the science behind *Angels & Demons*, or volunteer to give a lecture.

For more information, contact [Elizabeth Clements](#) or [Katie Yurkewicz](#).

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So what does a press office do?

- Promotes an organisation through local, national and international media
- Passes information to the media through press releases and briefings
- Responds to media enquiries, organises interviews and visits
- Matches people to journalists requests
- Provides advice on media matters through media training and briefings on what to expect
- Monitors press coverage and takes action if necessary
- Liaises with press offices of partner organisations, e.g. Fermilab
- Manages crisis communication

At CERN in particular: is as open as possible about our work

Right now: works to maximize global coverage of the LHC, position CERN for the post-LHC era

The relationship between a press office and the media

- Press officer: get my organisation's core messages to our key audiences.
- Journalist: present an objective view of the news.
- The relationship should be built on trust and respect.


- Journalists know how to evaluate a press office as a source.
- They understand where the press office fits into the spectrum of sources available to them.
- They understand that a press office exists to support the strategic goals of the organization.
- So we have to understand that they might not always tell stories the way we'd like to see them told.

Remember: The press office is not the press – it is there to support CERN's mission

The Press Release

CERN publishes its first public Environment Report

9 SEPTEMBER, 2020



Members of CERN's environmental protection team sampling water from a local river. (Image: CERN)

CERN released its first **public Environment Report** today. Presented to the CERN Council at its June meeting, the report covers the years 2017 and 2018 and has been prepared according to the Global Reporting Initiative Sustainability Reporting Standards. It details the current status of CERN's environmental footprint, along with objectives for the coming years.

"CERN aspires to be a model for environmentally responsible research," said the Laboratory's Director-General, Fabiola Gianotti. "This report underlines our strong commitment to environmental protection, both in terms of minimising our impact and applying CERN technologies for environmental protection."

CERN has a robust framework in place for environmental protection, at the heart of which is the CERN Environmental Protection Steering Board, CEPS, which is made up of representatives of all sectors of the Laboratory. CEPS has a mandate to identify and prioritise environmental issues to be addressed, propose programmes of action, and follow-up their implementation. For example, the CERN management accepted and financed an objective to reduce CERN's direct greenhouse gas emissions by 20% by the end of 2024. Among the actions being taken to achieve this, CERN has for several years been developing environmentally-friendly cooling systems that have potential for applications in other domains.

As well as managing its environmental footprint responsibly, CERN also wishes to make a positive impact on environmental issues through the technologies it develops. The report covers some of the innovations made at CERN that are being adapted for environmental protection.

"We want to be part of the solution," said Frederick Borner, CERN's Director for Accelerators and Technology, "contributing to best practice and finding solutions for the future. Several of our technologies have considerable potential in many areas including the environment. For example, we are implementing energy recovery systems at the LHC, and pursuing the use of superconductivity on a large scale, which could improve the efficiency of electricity distribution networks."

For many years, CERN has been reporting quarterly to relevant host State authorities on the results of its environmental monitoring. "CERN works closely with Host State authorities in matters of environmental protection," said Doris Furler Wirth, Head of the Occupational Health, Safety and Environmental Protection Unit. "With this new report, we are adding to our transparency and accountability."

This report is based on an extensive analysis of dialogues with key internal and external stakeholders in accordance with the materiality process required by the Global Reporting Initiative standards. The materiality process identifies the areas considered to be of greatest material importance to both the Organization and key stakeholders, as described in the report. The environmental domains covered result from this process and include topics covered by the Global Reporting Initiative standards, as well as specific topics important to CERN and its stakeholders.

CERN will publish an environment report every two years. The next will cover the period 2019-2020, and be published in the second half of 2021.

More information:
Links to the Environment Report in English: <https://cern.ch/environment-report-2017-2018>
and French: <https://cern.ch/fr/report/environnement-2017-2018>
Photos of one of CERN's 140 sites-offline-air environmental monitoring stations: <https://cern.ch/cbpcp201318480>

What's the news?

Pictures

Attributable quotes

Order of decreasing importance

Contact details and links to further resources

<https://home.cern/news/news/cern/cern-publishes-its-first-public-environment-report>



What to expect from an interview

An interview should be a pleasure, not an ordeal. Journalists that the press office brings to you will just be looking for a good science story.

Some rules:

- You will be talking to a lay-audience – even science specialist journalists may not be fully conversant with your field.
- Avoid jargon, use analogies where you can, keep the language simple and clear.
- Don't be afraid of humour, and don't forget that what we do is amazing – use the wow factor.
- Remember that public wants to feel directly concerned.
- As a rule, a journalist coming to us knows what they want.

- You can always say 'no', ask for clarification.
- Don't be ashamed to say 'I don't know'. Never invent!
- Be as open as you can, but be aware that anything you say may be used unless you say that it's off the record (best avoided).
- Establish ground rules at the start. This is normally the job of the press office.
- In most cases, you can not see copy before it is printed for reasons of objectivity.

For broadcast:

- You can always request that a recorded question be re-done.
- For video, maintain eye-line, don't shuffle

The Observer Science

Masters of the universe

The size of London's Circle Line and engineered to one-billionth of a metre accuracy, the £3bn, 27km circular proton accelerator deep beneath the Swiss-French border is the world's largest machine. And it's been built to uncover the smallest fragments of the cosmos. Robin McKie travels to Geneva to meet the scientists determined to prove the existence of the God particle

Robin McKie

Sun 27 May 2007 12.29 BST



Physicist David Evans has an unusual take on the £3bn underground particle accelerator he is helping to complete on the Swiss-French border outside Geneva. 'If it works, we will have built the most complex machine in history,' says the Birmingham University researcher. 'If it doesn't, we will have assembled the world's most expensive piece of modern art.'

Advertisement

Conforama



Do...

- Develop a main message – or two – then stick to them
- Try to keep concepts simple
- Use analogy to explain complexity
- Maintain your eye-line (video)
- Emphasise the positive
- Be open, honest, transparent, timely
- Be prepared
- Believe in your messages
- Target your communications, evaluate
- Be a credible reference point for information on your field
- Refer back to the press office if you don't know, or don't want to answer

If a journalist contacts you directly, please let the press office know.

Don't...

- Use jargon
- Invent (refer back to the press office)
- Say 'well as I said before...' (especially for video)
- Signpost 'firstly...secondly...thirdly' (you can for print)
- Confirm a negative
- Feel obliged to fill the silences

What happens next?

Ideally:

Interview \Rightarrow article written by journalist \Rightarrow sub editor \Rightarrow headline writer
 \Rightarrow layout \Rightarrow publication \Rightarrow everyone happy

But:

The Spike.

Changes introduced in sub-editing.

Headlines or social media posts that are misleading.

Transition to on-line, or other formats.

Something else happens in the world.




For example...

IOP Publishing | physicsworld Magazine

environment and energy

ENVIRONMENT AND ENERGY | NEWS


CERN's emissions equal to a large cruise liner, says report
19 Sep 2020



Counting the cost: Water vapour rises from cooling towers for the ATLAS detector – part of the energy bill for CERN outlined in the lab's first environmental report (Courtesy: CERN/Maximilien Brice)

physics world | Physics World @PhysicsWorld · Sep 21

Greenhouse-gas emissions emitted by the CERN particle-physics lab in 2018 were 223 800 tonnes of carbon-dioxide equivalent, finds report



CERN's emissions equal to a large cruise liner, says report – Physics ...
Lab's first public Environment Report details the status of CERN's environmental footprint and outlines some objectives to reduce it in t...
physicsworld.com

7 | 51 | 122

Remember

“The press can be an ally. Treat it as such and you’re half way home. Treat it as an adversary, and you’ll get what you asked for.”

Tom Peters, Independent on Sunday, 1994

(<https://www.independent.co.uk/news/business/impressing-the-press-tom-peters-on-excellence-1411352.html>)

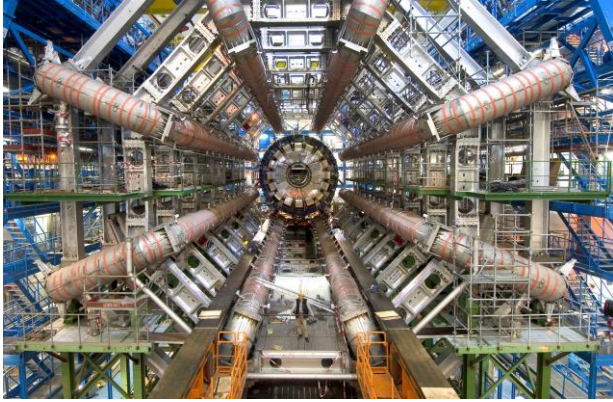
“I think it’s fantastic. Why wouldn’t we want to know where we’ve come from and why we’re here?”

Older C2DE Woman, CERN market research, 2005

“When people ask me when I became interested in science, I ask them when they stopped. Because all children are scientists...”

after David Attenborough, Presidential Address to BAAS, 1992

Final word: make use of our greatest asset...



or



“I got to meet a real scientist!”

Your turn...



<http://news.bbc.co.uk/1/hi/programmes/hardtalk/7399193.stm>

