

CERN Education and Communication (ETT/EC)

James Gillies 3 July 2003

Education and Communication (EC)

Education and Co
James Gillies
Groupe managem
media relation

Rolf Landua
lab-wide coordination
project selection

External comm
Robert Caillia
Web communi
Travelling exhi

Events and sport Paola Catapa EU liaison, event sponsorship cool

Publications
Christine Sutt
CERN Courier, V
Annual Report V

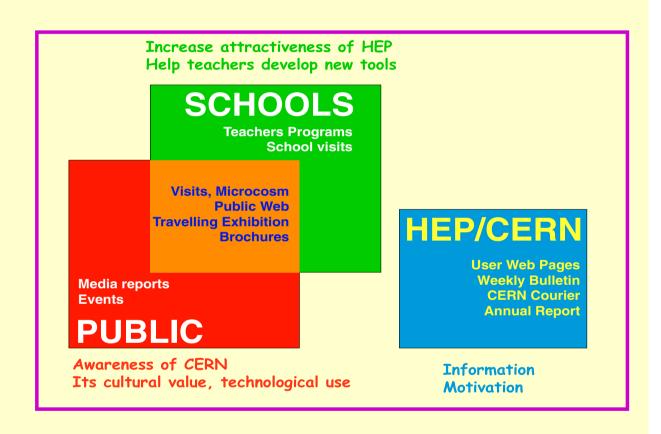
Visits and Teache Emma Sande Visitor programm on-site teacher p

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



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



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

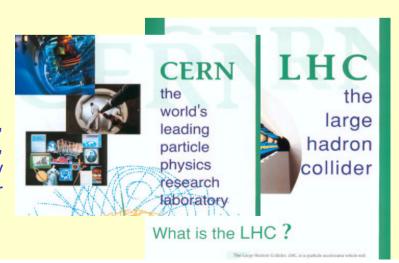
Permanent exhibition on CERN's research and technology

Brochures

100,000 copies / year

General information on CERN, LHC machine, Experiments, Applications, Safety

New series coming, starting this year



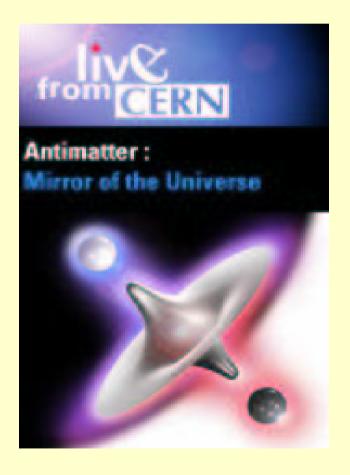
Special Events

Special educational events

Web-Casting "Live from CERN"

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





(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://visitsservice.web.cern.ch/VisitsService/education/

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



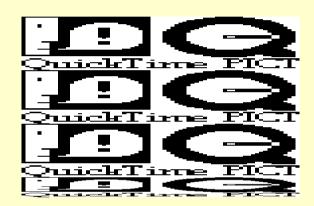
Yearly progress report http://publications.cern.ch/

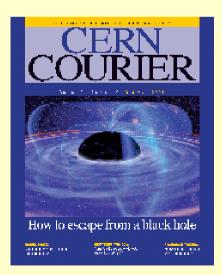


Les articles du Bulletin se trouvent également sous

http://Bulletin.cern.ch/News/

Deadline for submission of articles: Tuesday 12.00 br Bulletin articles can also be found a http://Bulletin.cem.ch/New





CERN Courier

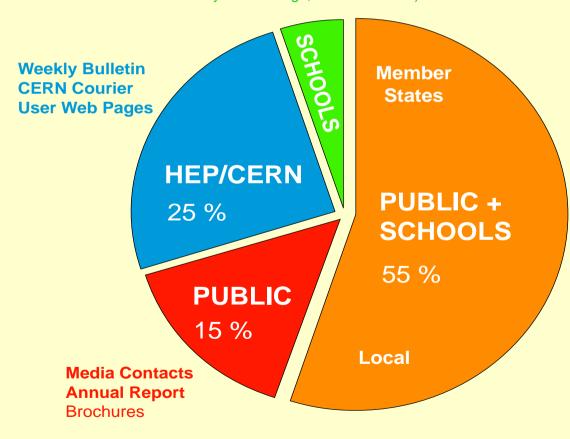
"The" journal of High Energy Physics 25,000 copies, 10 issues/year World-wide distribution http://www.cerncourier.com



Distribution of Resources

CERN Teachers programs

EU public science projects
(Couldn't be without it,
Physics on Stage, Life in Universe)



Visits + Reception
Microcosm
Travelling Exhibition
Public Web Pages
ECFA Outreach

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