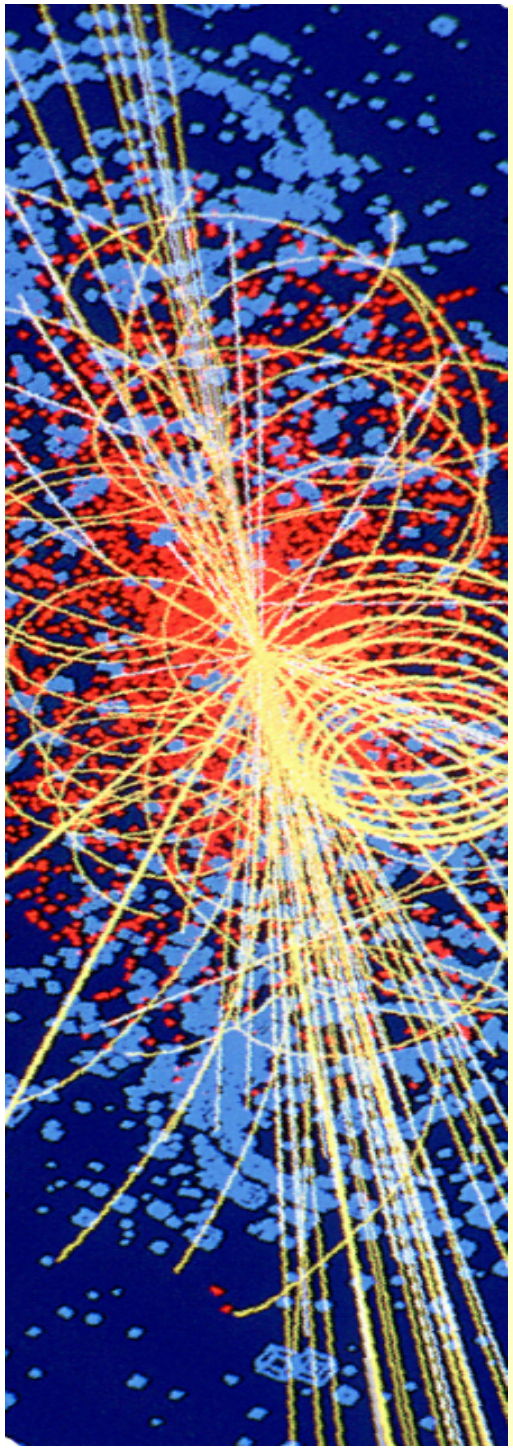


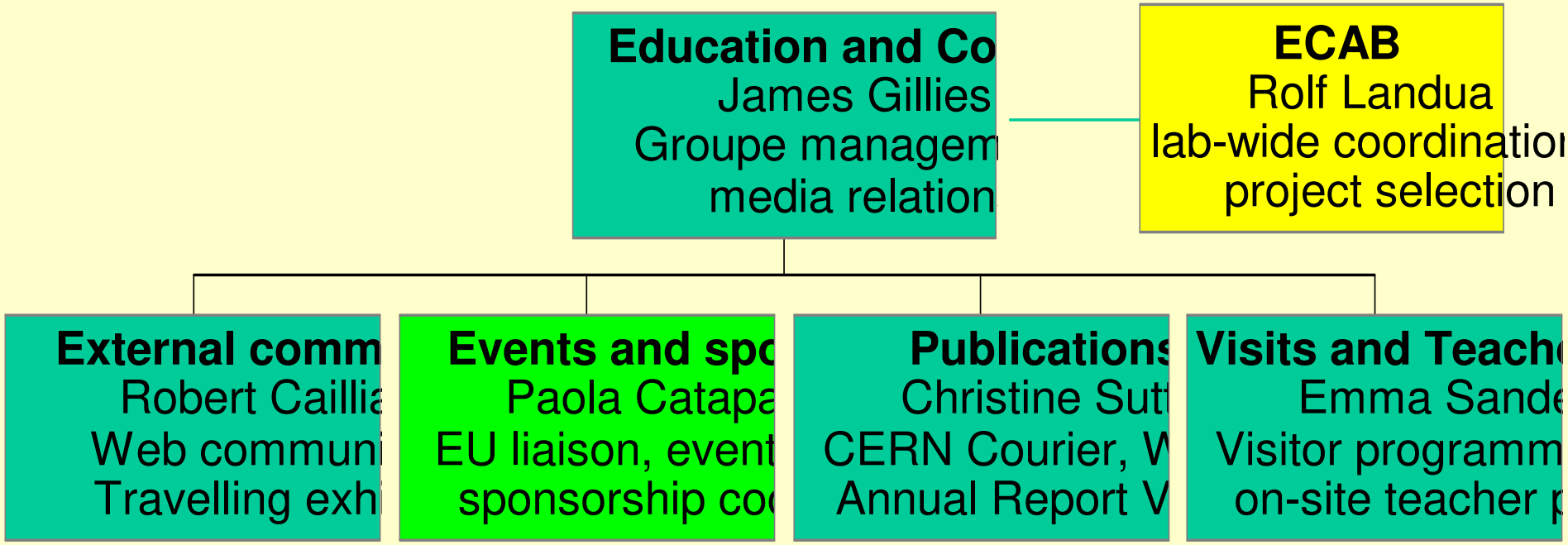
CERN
Education and Communication (ETT/EC)

James Gillies

3 July 2003

ETT/EC

Education and Communication (EC)



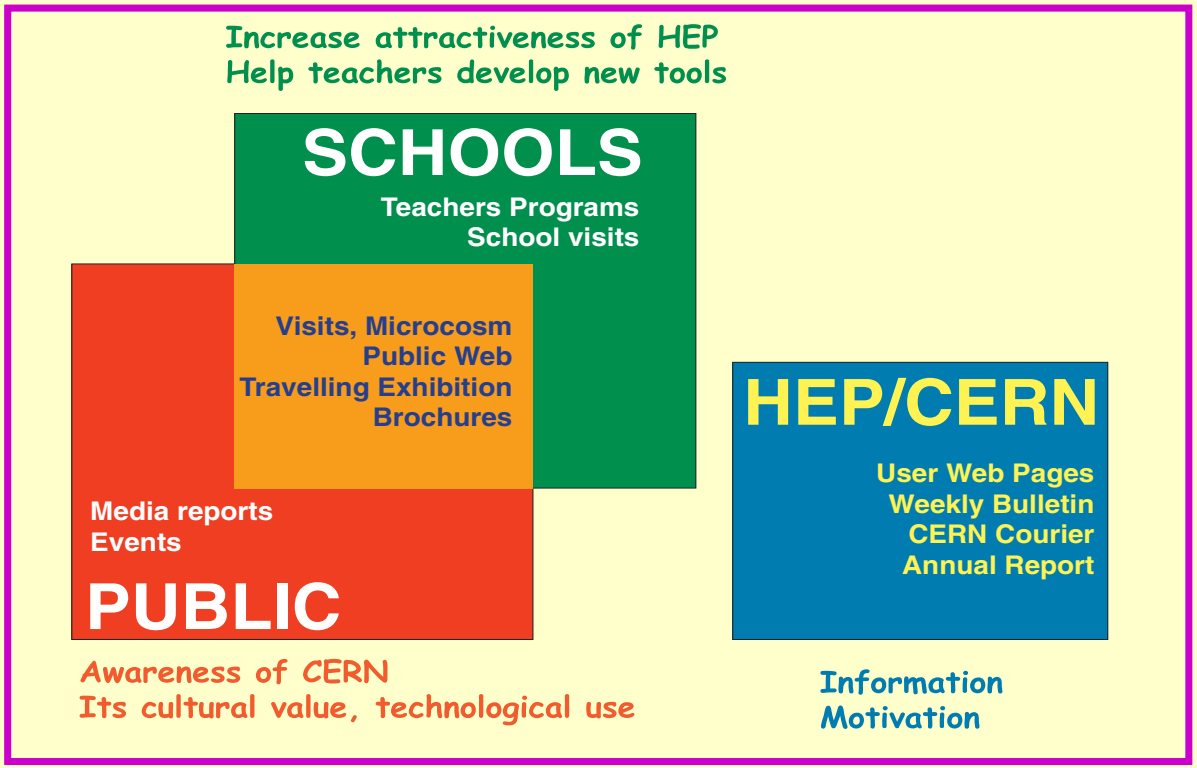
ETT/EC

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/

THE TIMES
EL PAIS
CORRIERE DELLA SERA
Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND
Le Monde
TRIBUNE DE GENÈVE
The New York Times

Travelling Exhibition

150,000 visitors / year

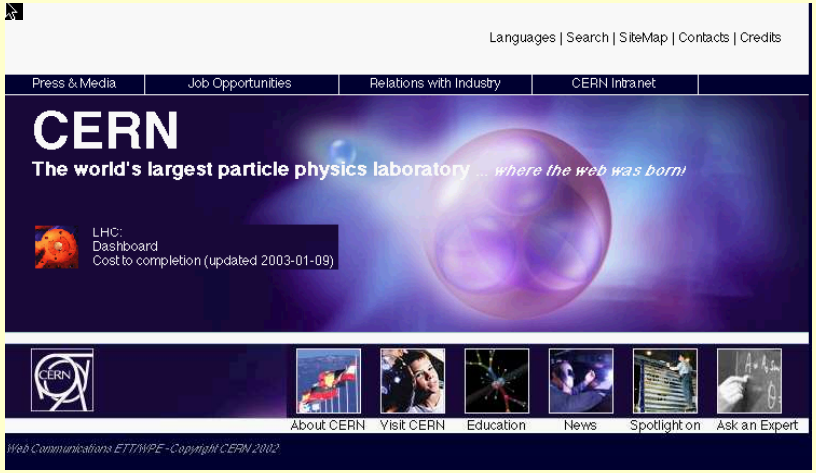
2-3 venues per year in European cities
Off the road in 2003 for refurbishment

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

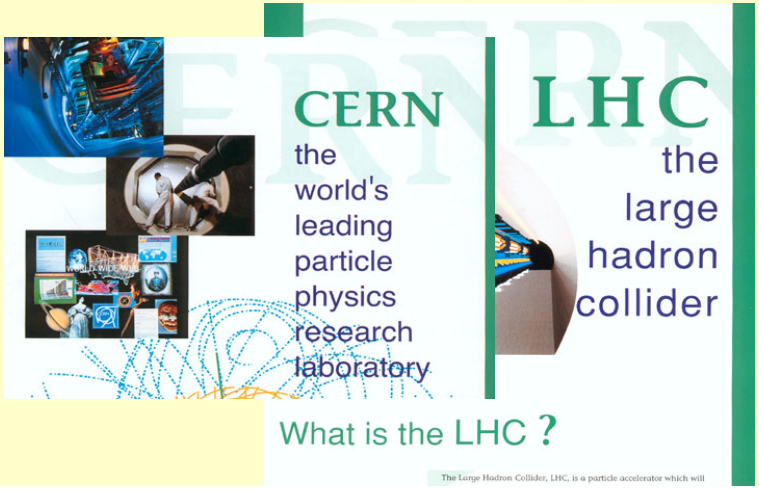
30,000 visitors / year

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

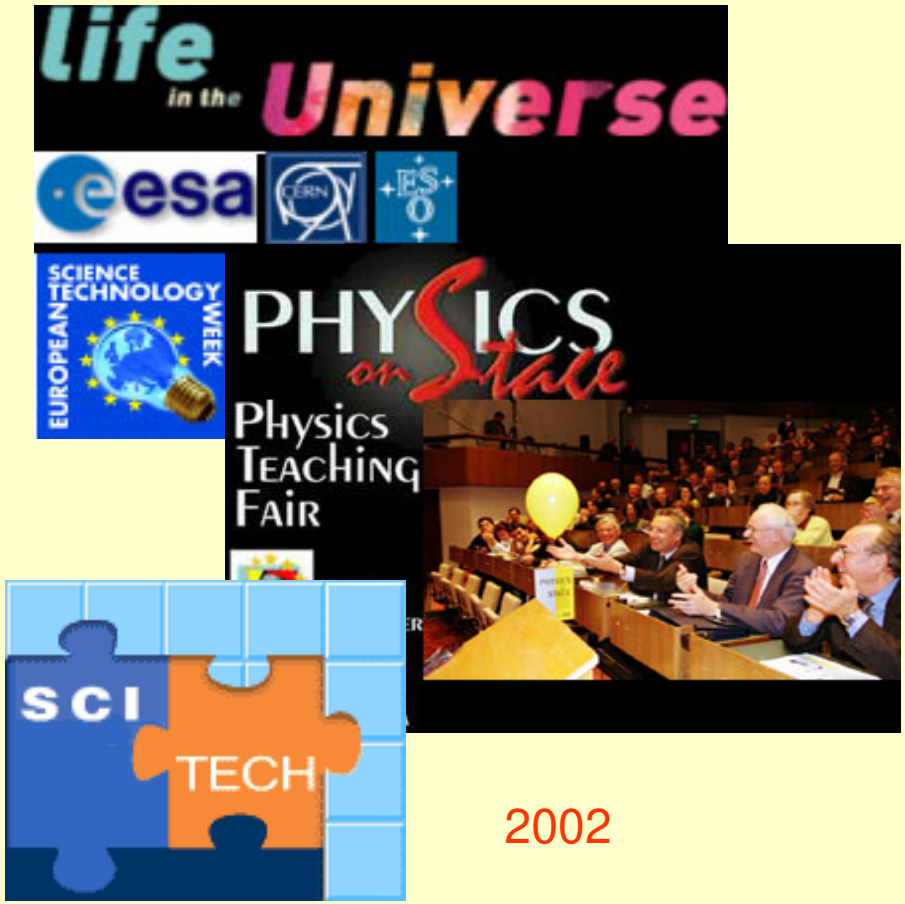


Special Events

ETT/EC

Special educational events

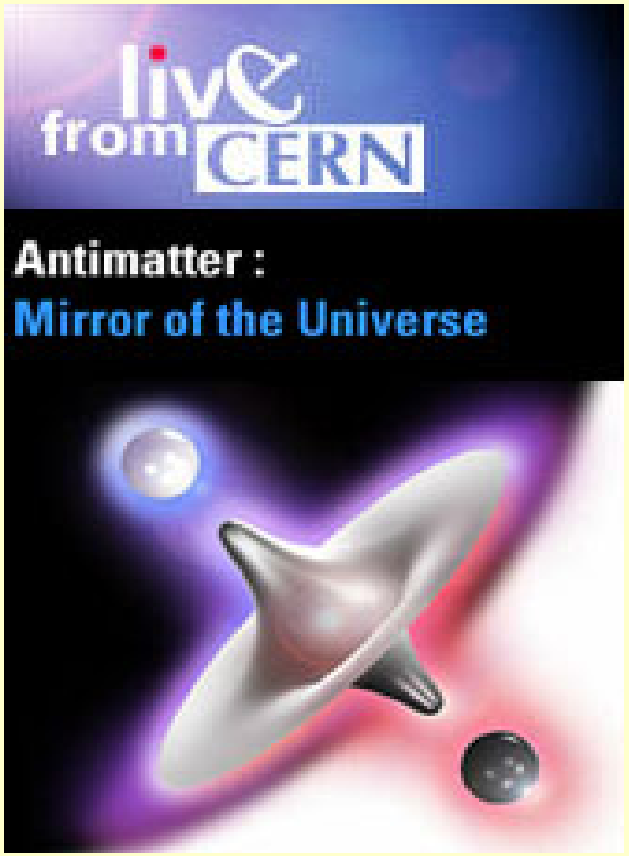
Enhancing the attraction of basic science, in collaboration with ESA, ESO, ESRF...



2002

(Sponsored by European Union, 400 kCHF in 2002)

Web-Casting "Live from CERN"



ETT/EC

Teacher programmes

HIGH SCHOOL TEACHERS

2003 Physics Teachers @ cern

Immerse teachers in CERN and high energy physics

Collaborate in developing new techniques for teaching

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

ETT/EC

HEP Community and CERN staff

Weekly Bulletin

6500 copies/ week

http://bulletin.cern.ch/

CERN Intranet

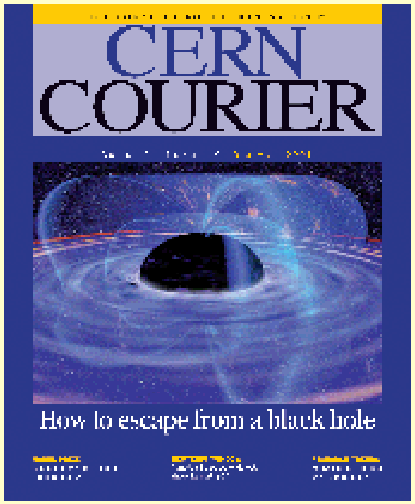
6 million visitors/year

http://www.cern.ch/

Annual Report

Yearly progress report

http://publications.cern.ch/



CERN Courier

"The" journal of High Energy Physics

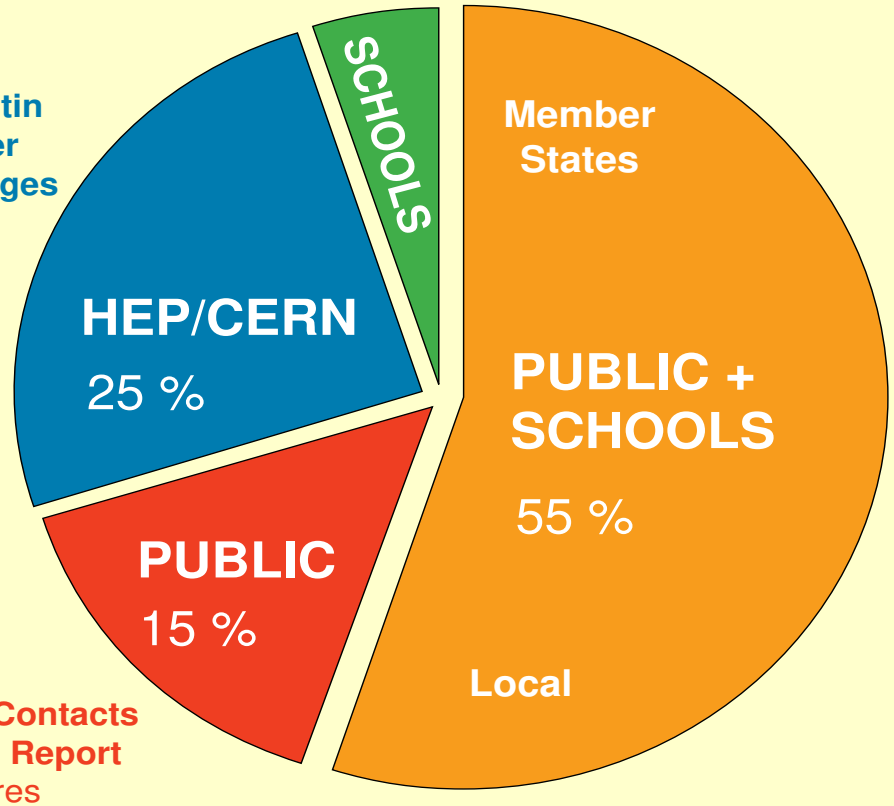
25,000 copies, 10 issues/year

World-wide distribution

http://www.cerncourier.com

Distribution of Resources

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



Weekly Bulletin
CERN Courier
User Web Pages

Visits + Reception
Microcosm
Travelling Exhibition
Public Web Pages
ECFA Outreach

Media Contacts
Annual Report
Brochures

ETT/EC

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