

European Particle Physics Outreach Group

Appendix 1: Participants

Austria
Christian Gottfried
Meinhard Regler, RECFE Representative

Belgium
Catherine de Clezou, Univ. Brussels

Czech Republic
Jiri Rames, Institute of Physics, Prague

Finland
Riitta Rinta-Flippula, CERN

France
Geneviève Edelheit, IN2P3, Paris

Germany
Gregor Hasean, Univ. Esching

Greece
Christine Kourkoumelis, Univ. Athens

Hungary
G. Pocsik, Eotvos Lorand University, Budapest

Italy
Alessandro Pascolini, Univ. Padova

Netherlands
Bertus Kooij, ERF

Portugal
Maria Abreu, CERN

Slovak Republic
Pavol Murin, Inst. of Exp. Physics, Slovak Academy of Sciences

Spain
Antonio Ferrer, Univ. of Valencia

Sweden
Erik Johansson, Univ. of Stockholm

Switzerland
Claude Joseph, Univ. of Lausanne

United Kingdom
Christine Sutton, Univ. Oxford

DESY
Petra Folkerts

CERN
John Ferguson
Frank Close
Maurice Jacob
Peggie Rimmer
Neil Calder
Mick Draper

Minutes of the First Meeting of the Network on Public Relations and explaining Particle Physics to CERN Member States

19/09/97

Present: See [Appendix 1](#)

(1) INTRODUCTION

The Director General, Chris Llewellyn Smith, welcomed the participants and gave a brief introduction to the network. He stated that the particle physics community has a moral obligation to inform the public on its activities and that it is essential in view of the public's influence on the politicians who provide the funding for research. He stressed that it is important to reach out to all countries and to use the use of resources. He illustrated this by pointing out that NASA in investment in public information systems (e.g. 23 people on Hubble Space Telescope public communication systems). It was important to decide: (1) whom are we trying to reach and (2) what are we trying to achieve.

As to who should be carrying out public communications, he considered that it had to be based on the following criteria:

- (a) that they are based in the Member States, and also larger in number (currently 200 research physicists at CERN),
- (b) reaching the general public centres of gravity (currently 200 Member State languages and 2000 population).

He pointed out how important was the role of the network in providing a coordinating role but stressed that this was a particle physics activity and that it should be supported by the Member States. He reviewed potential areas for action, ensuring graphics and text are transferred from national pamphlets to a common format. He discussed the preparation of a PPARC pamphlet on LHC and the production of a Vienna virtual reality project, LHC PR on CD-Rom, sharing experience with other Member States and providing supporting material for talks.

He emphasized the importance of being selective on future actions, and collective decision making, pointing out that it is essential to have a good long range investment while teachers can amplify the effect. He indicated that if good projects were identified, they should be supported. He concluded by announcing that Frank Close has agreed to act as the coordinator of the Network on Public Relations and explaining Particle Physics to CERN Member States for one year from December 1, 1997.

