

Project Review 2015

# Media Relations and Public Outreach at the MPP



MAX-PLANCK-GESELLSCHAFT

Barbara Wankerl, Dec. 15, 2015



Max-Planck-Institut für Physik  
Werner-Heisenberg-Institut

# Science communication – target groups

## General audience/politicians

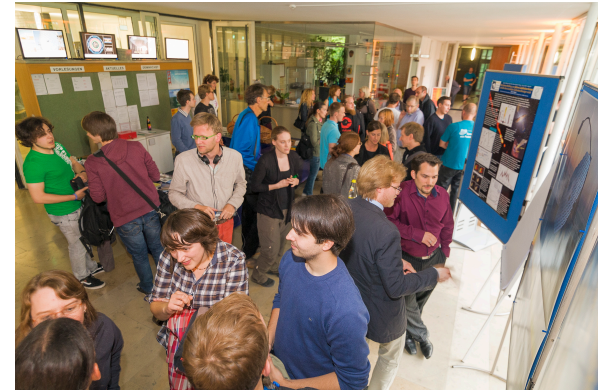
- share knowledge
- pay-back to society
- emphasize the importance of fundamental research

## Schools: students/teachers:

- raise interest in particle physics
- filling the gap in high school education
- active competition for young talents

## University students

- rise awareness for IMPRS EPP
- information flow



# Key messages

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- The MPP does fascinating research
- it develops cutting-edge technology
- it is an excellent place for a career in Science





# Relaunch of website

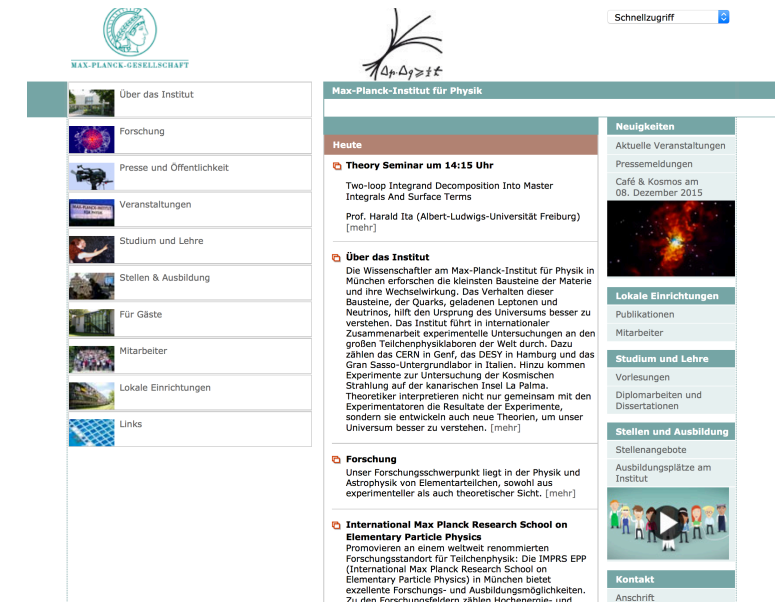
## New CMS - typo 3 - and design

### Goals

- better usability
- new, less redundant structure, modern design
- re-use of interfaces with CMS upgrades

### Achievements

- definition of technical improvements
- technical infrastructure in place
- co-operation with external agency



### Timeline

- contract signed
- layout suggestions and test installation expected in 2015
- prototype: March 2016
- roll-out: Summer 2016





# Media relations

Media: important **multipliers** for research issues

## 2015:

- 22 news releases
- 3 press releases
- presence in TV

## Goals:

- find and disseminate topics from all research fields
- ongoing dialogue with media
- good presentation on website



# Social Media ...

... a must to stay in touch with young audiences,

- a matter of resources
- co-operation with MPG
- evaluation what's best for MPP
- focus on few channels
- blog?

You **Tube**



**facebook**



# Public Outreach – public events

## Lecture series: Café & Kosmos

- go to places where people go: Café and concert hall in Munich
- short talk and discussion
- monthly, since May 2010, 80-100 visitors
- partners: MPI's, ESO, Universe Cluster

## Physik Modern

- at LMU Physics lecture hall
- monthly during semester, 100 + visitors
- partners: TUM and LMU

## New series Science and Society

- to start April 19 with Rolf Heuer
- memorial lecture for Hans-Peter Dürr
- once a year

## Open days (every 2 years)

- probably in 2016

## Exhibition at the Deutsches Museum

- since 2009
- guided tours, used for education purposes





# Public Outreach – Schools

## Masterclasses

- learning particle physics by working with real experimental data
- teams of scientists visit schools
- 10 events in 2015
- annual event at MPP: Feb. 25
- available for both students and teachers



## Visit of school groups

- introductory lecture
- tour through institute
- about once a month, international requests

**Outlook:** evaluate **internships** as valuable tool for „student relationship management“

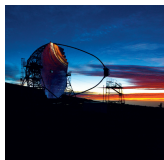
# Institute materials

## Give-aways for scientific conferences and public events

- bags
- sport scarves
- pens + note pads
- future items

## MPP brochure available in English

## Christmas cards



### MAGIC in the sunset

The photo shows one of the two MAGIC telescopes. The observatory is situated just below the mountain top of the Roque de los Muchachos (2,400 meters above sea level) on the Canary Island of La Palma, Spain.

The MAGIC telescopes allow scientists to explore high-energy gamma radiation. Many of the most energetic objects in the Universe can be studied with gamma radiation, like remnants of supernovae or active black holes in galactic centers. By their lightweight construction, the MAGIC telescopes also have a chance to observe radiation from the mysterious explosions called gamma ray bursts (GRBs). The telescopes can orient their observation direction to a new source anywhere in the sky within 30 seconds.

Photo: A. Dettlaff/MPP



