

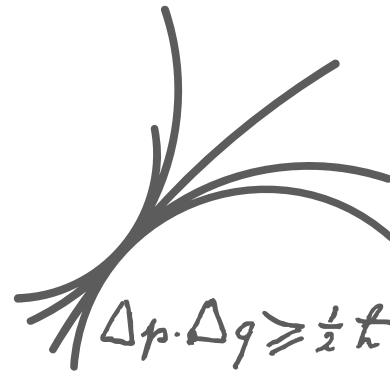


MAX-PLANCK-GESELLSCHAFT



MPP Project Review 2010

Press and Public Relations



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

silke.zollinger@mpp.mpg.de

Silke Zollinger

MPI für Physik, Presse- und Öffentlichkeitsarbeit

21.12.2010

Press vs. Public Relations



Press

- **Providing information for press, e.g. press releases**
- **Interaction with journalists**
- **Multimedia Service: Journalists**
- **Events: briefings, excursions, press conferences**

Public Relations

- **Pursuing a public image, e.g. websites, brochures etc.**
- **Interaction with public**
- **Multimedia Service: Public**
- **Events: Open Day, lectures, forums**
- **Visitor Service**
- **Exhibitions**

Teaming up also in 2010

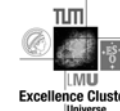
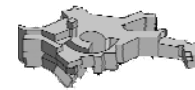


Jan.



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- Many visitors and positive feedback
- “Outstanding cooperation project” (Prof. M. Heckl)...extension >2011
- THANKS to:
 - CRESST, detector module (crystal)
 - ATLAS-SCT, SemiConductorTracker
 - MAGIC, GERDA, Theory Divisions, graphics & text input
 - ATLAS-MDT, *J. Bronner, tour guide*
 - *G. Raffelt, scientific coordination*

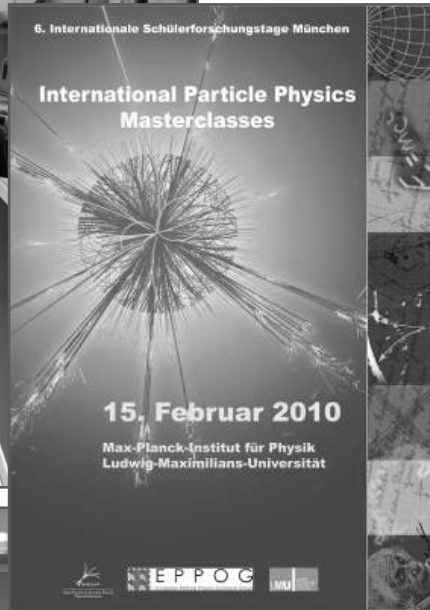
- ZNT at Dt. Museum & „Science Express“, exhibit loan ATLAS-SCT for MPG

6. Int. Particle Physics Masterclasses



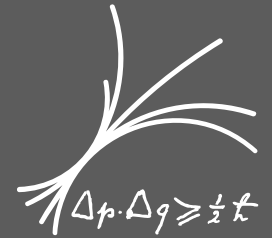
Jan.

Feb.



- 50 high school students
- 1 day of particle physics
 - Popular scientific talks
 - Analysis of event data
- Sharing of experiences with international participants from:
 - Catania (Italy),
 - Orsay (France)
 - Trencin (Slovakia)
 - Udine (Italy)
 - CERN
- **THANKS to MPP speakers:**
J. Schieck, B. Reisert

Press Conference: LHC First Physics



Jan.
Feb.
Mar.



- 10 media representatives
- Coverage in TV, radio, print, online
- Live coverage from MPP
- **THANKS to:**
ATLAS groups, Mechanics Division, Facility Management



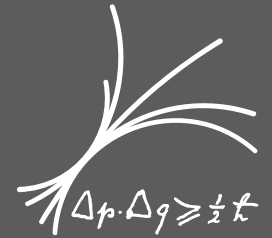
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21.12.2010

Guided Tours Visitor Record in 2010



- **Weekly visiting groups in April!**
(also in March)

- **30 Guided tours in 2010**

- **Visitor program (2 hours):**

- **Guided tour**
- **Popular scientific talk**

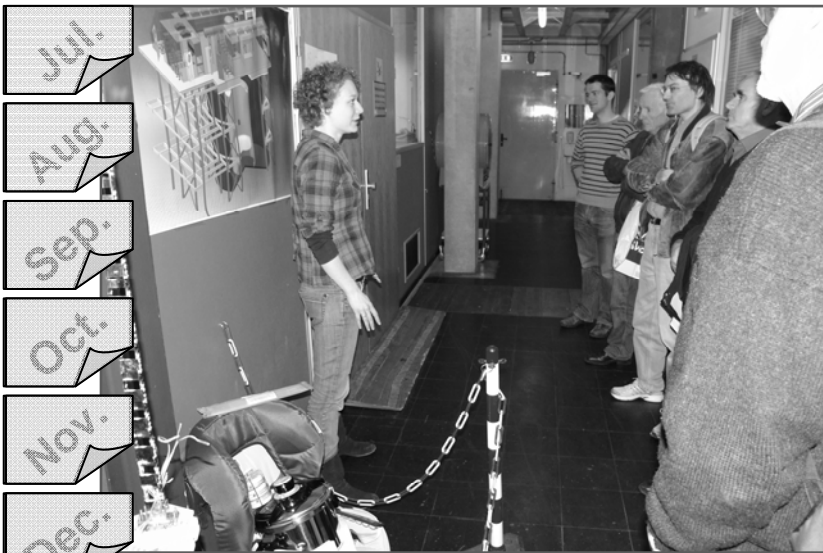
Speakers 2010:

*P. Graf, C. Kießig, J. Krause, S. Menke,
A. Moll, R. Nisius, K. Seidel, F. Simon,
M. Spinrath, S. Stonjek*

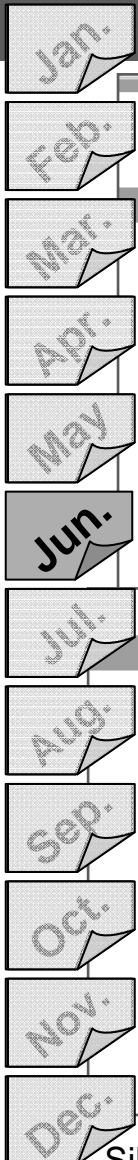
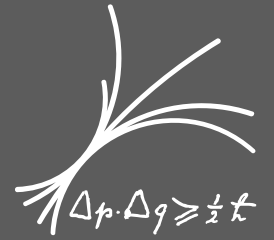
- **“Tour stops”:**

- **Foyer (ATLAS-HEC, MDT, MAGIC)**
- **Mechanics Div. (*T. Haubold, H. Wetteskind*)**
- **Electronics Dev. (*O. Reimann, D. Fink, C. Soldner*)**
- **GERDA (*S. Hemmer, A. Vauth, S. Dinter*)**

- **THANKS to all for making the guided tours possible!**



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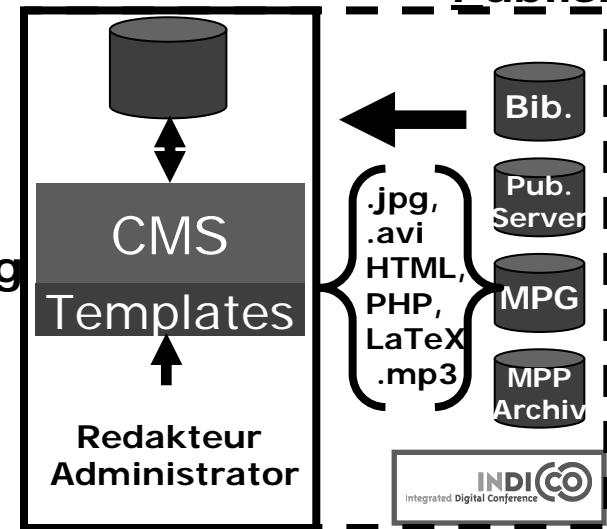


Zeit	Ordnung	Titel
Do, 20. Jan, 19:15	Prof. Immanuel Bloch (Ludwig-Maximilians-Universität)	Physik Modern: Experimentieren mit den kältesten Objekten des Universums
Do, 10. Feb, 19:15	Dr. Tobias Schätz (Max-Planck-Institut für Quantenoptik)	Physik Modern: Einsteins schlimmster Alptraum - Der Quantencomputer bzw. Quantensimulator

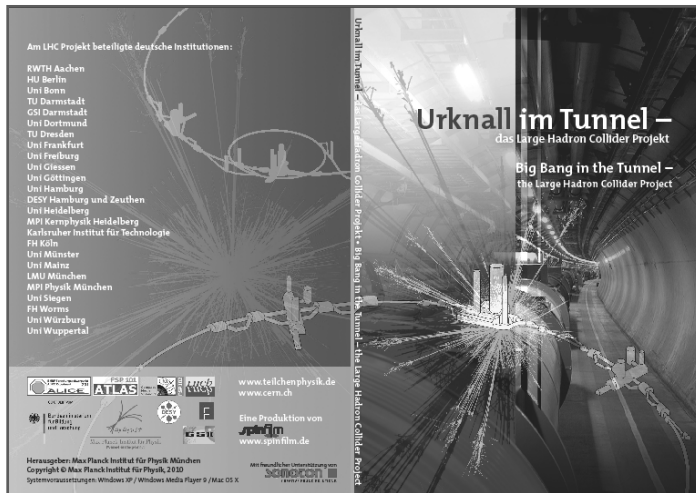
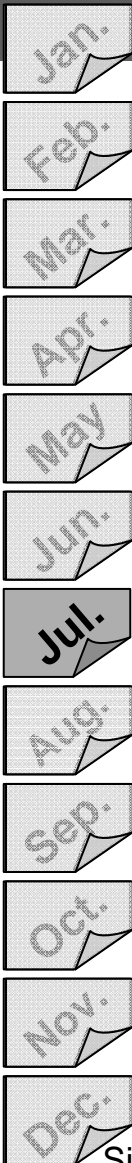
- Content dev. DE/EN
- Indico interface
- Picture database
- Intranet DE/EN

Single
Source
Publishing

Cross
Media
Publishing



DVD Release



- DVD „Big Bang in the Tunnel“ (Vol. 3)
- New shots/interviews from “LHC First Physics”
- 10.000 copies for distribution
- *THE* MPP outreach tool in terms of video
- International audience
- Production: Prof. Bethke

1. Science Slam & Scientific Dialogue



- Jan.
- Feb.
- Mar.
- Apr.
- May
- Jun.
- Jul.
- Aug.
- Sep.
- Oct.
- Nov.
- Dec.

Speaker
Burkard Reisert
Thorsten Rahn
Andreas Moll
Jan Germer
Philipp Weigell
Peter Graf

Media Technology
Raphael Teßmer

Safety & Video
Jürgen Hose

Comic Design
Willy-Brandt-
Gymnasium
Oer-Erkenschwick

Video & Audio
Siegfried Schmidl
Alexander Fischer

IT Service
Uwe Leupold
Manuel Krämer

Facility Management
Alexander Kopf
Reinhold Birkhofer
Jens Schlammer

Camera
Antonios Dettlaff

Visitor Care
Christian Soldner
Sabine Dinter

Mechanics Support
Apprenticeship
Workshop

Concept & Direction
Katja Seidel
Silke Zollinger



THANK YOU!!!

Silke Zollinger

MPI für Physik, Presse- und Öffentlichkeitsarbeit

21.12.2010

Münchner Wissenschaftstage (Munich Science Days)



- 2 Afternoons
- 160 Visitors
- 8 Guided tours
- 3 Public talks
- **THANKS to:**
*I. Abt, J. Bronner, S. Dinter,
A. Fischer, D. Fink, P. Graf,
P. Haefner, T. Haubold,
S. Hemmer, T. Jogler,
C. Kießig, T. Kopf,
B. Majorovits, O. Reimann,
S. Schmidl, B. Steinke,
A. Vauth, H. Wetteskind*

Silke Zollinger

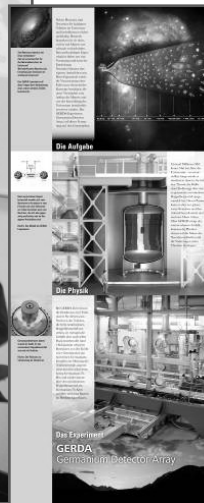
GERDA Inauguration



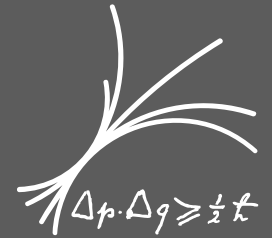
Jan.
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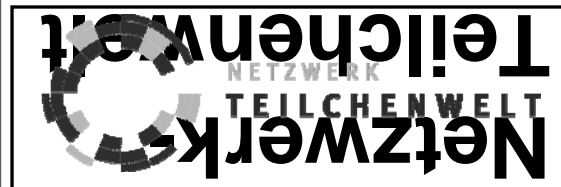
- Press Excursion to Gran Sasso National Lab (GERDA & CRESST)
- Press Conference
- 3D animation “The GERDA Experiment” www.mpp.mpg.de
- Flyer “GERDA” (DE/EN/ITA)



Networking



4 Levels



1. Basic program (Int. Masterclasses)
2. Enhanced program (Teilchenwelt-Masterclasses)
3. CERN workshop
4. Research participation

Particle physics workshop for teachers (24. Feb. 2010)

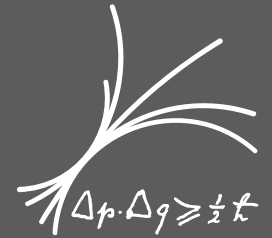
THANKS to: R. Nisius, F. Steffen, X. Liu

„Teilchenwelt-Masterclasses” at St. Ursula Gymnasium Lenggries

- Popular scientific talks
- Analysis of event data

THANKS to: R. Nisius, P. Weigell

Press & PR Perspective (planned)



2011

- Jan.: Kick Off: www.mpp.mpg.de/internal
- Feb.: Press & PR Preparation for Belle II Ground Breaking Ceremony
- Mar.: 7. Int. Particle Physics Masterclasses
- Apr.: Belle II Ground Breaking Ceremony
- Jun.: MPP Science Slam & Scientific Dialogue
- Oct.: Open Day
- Nov.: „Tag der Weltmaschine“ (World Machine Day)
- Dec.: Project Review 2011

