

Public Relations Working Group 3-Way Meeting, APS, 2-3 June 2003

Report given by A. Freund

Participants:

Richard (Rick) Fenner (APS)

“Technical communications at the APS”

Andreas Freund (ESRF)

“Communication at the ESRF”

Dean Haeffner (APS)

“APS Outreach Activities: How to Attract Users?”

Masahiro Hara (Spring-8)

“Activity of Public Relations Division”

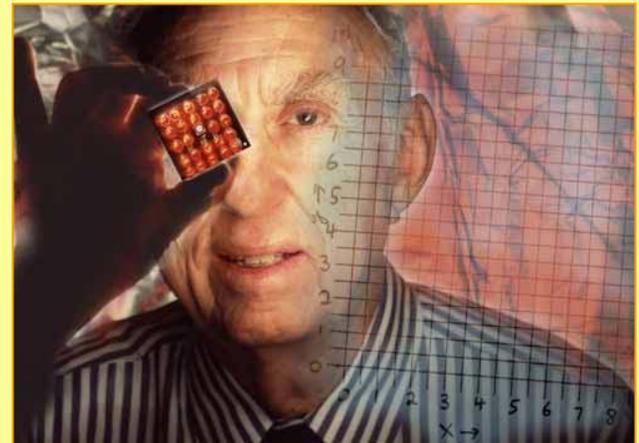
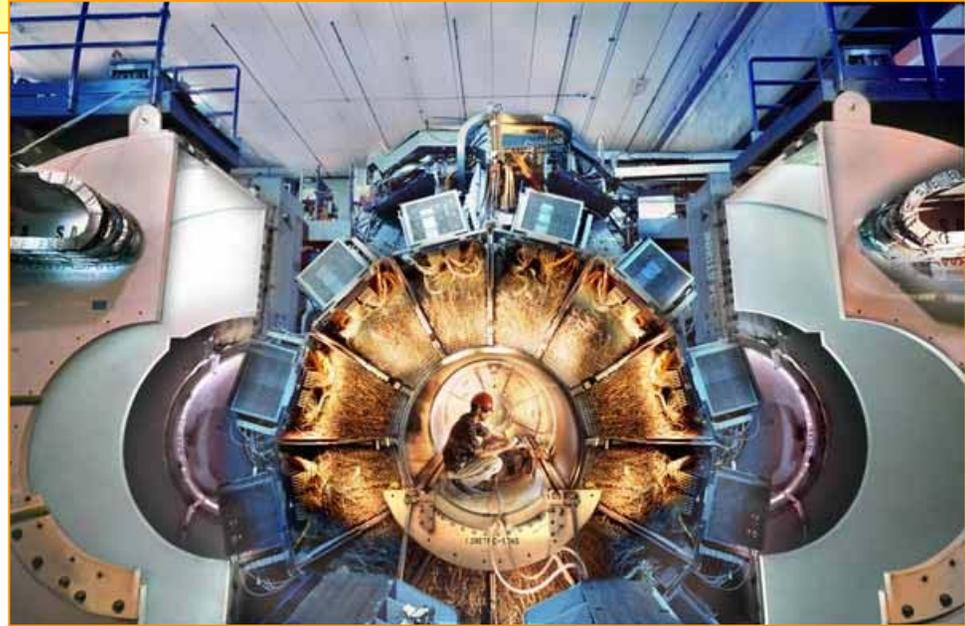
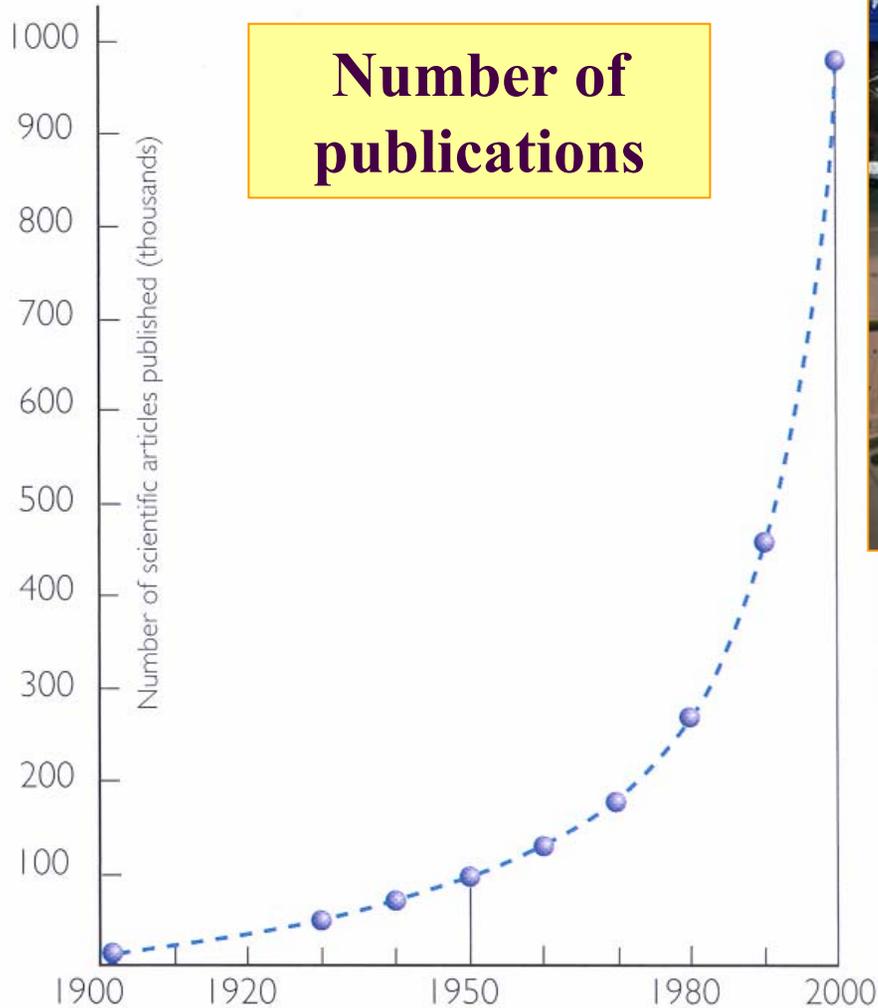
Marlene Nowotarski (APS)

Hideo Ono (Spring-8)

Questions and Issues

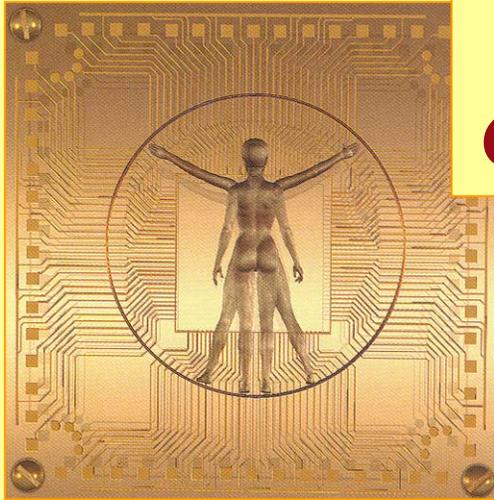
- Prologue: On the role and responsibility of scientists.
- Why communication?
- What kind of communication?
- Communication targets.
- Communication tools.
- Resources.

Scientific production increases dramatically: return of information to the taxpayer?



Important ethical issues

*Computer vs. man – implications?
Gene manipulation, health issues, etc.*

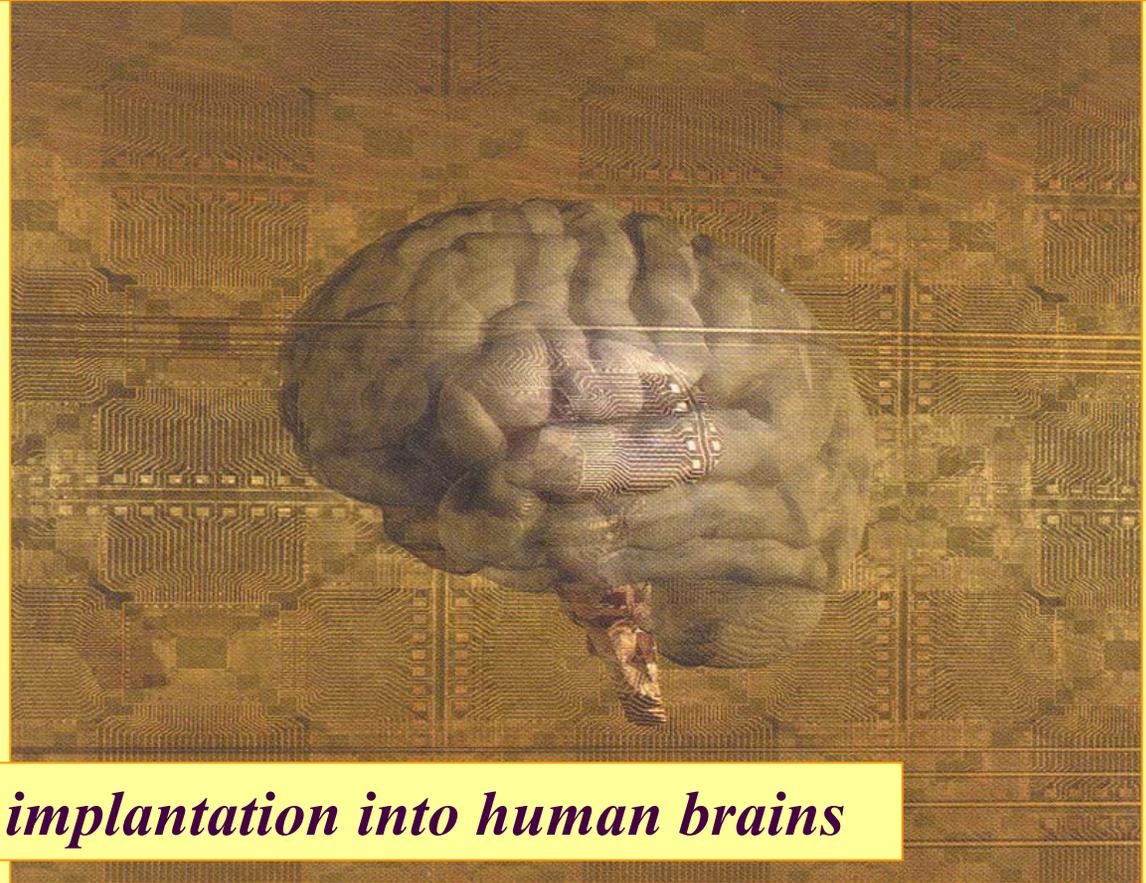


WHEN COMPUTERS EXCEED
HUMAN INTELLIGENCE

THE AGE OF
SPIRITUAL
MACHINES



RAY KURZWEIL



Chip implantation into human brains

Science and scientists accused

*“Scientists are men and women whose knowledge brings them **power**. They are a very special professional group over whose activities – due to ethical implications – **society must exercise a strict control.**”*



“Our future is seriously endangered by all the destructive power in a world dominated by science and technology”.

“Scientists are responsible for the misuse of their discoveries by others”

“A merely scientific approach of life is responsible for present and future catastrophes.”

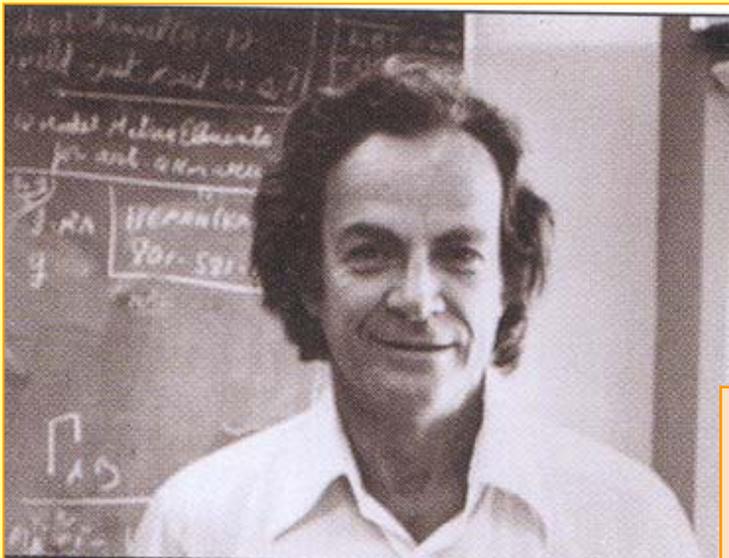
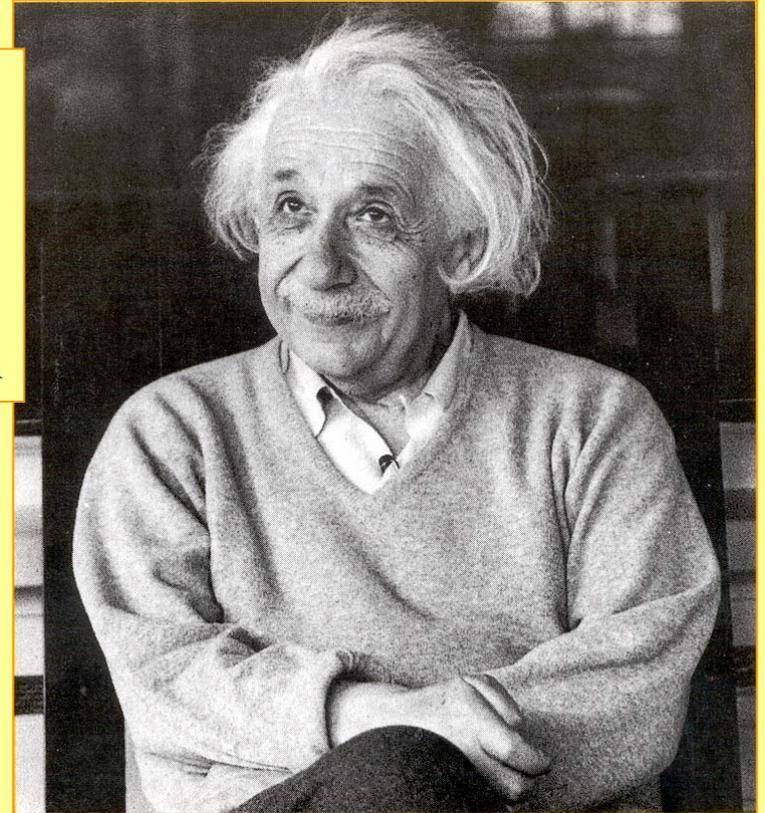
*Public opinion:
50% YES, 50% NO*

Who is really responsible?

The role and responsibility of scientists

“Gravitation cannot be held responsible for the fact that one falls in love”.

Albert Einstein



“Science is believing in the ignorance of experts”.

Richard Feynman

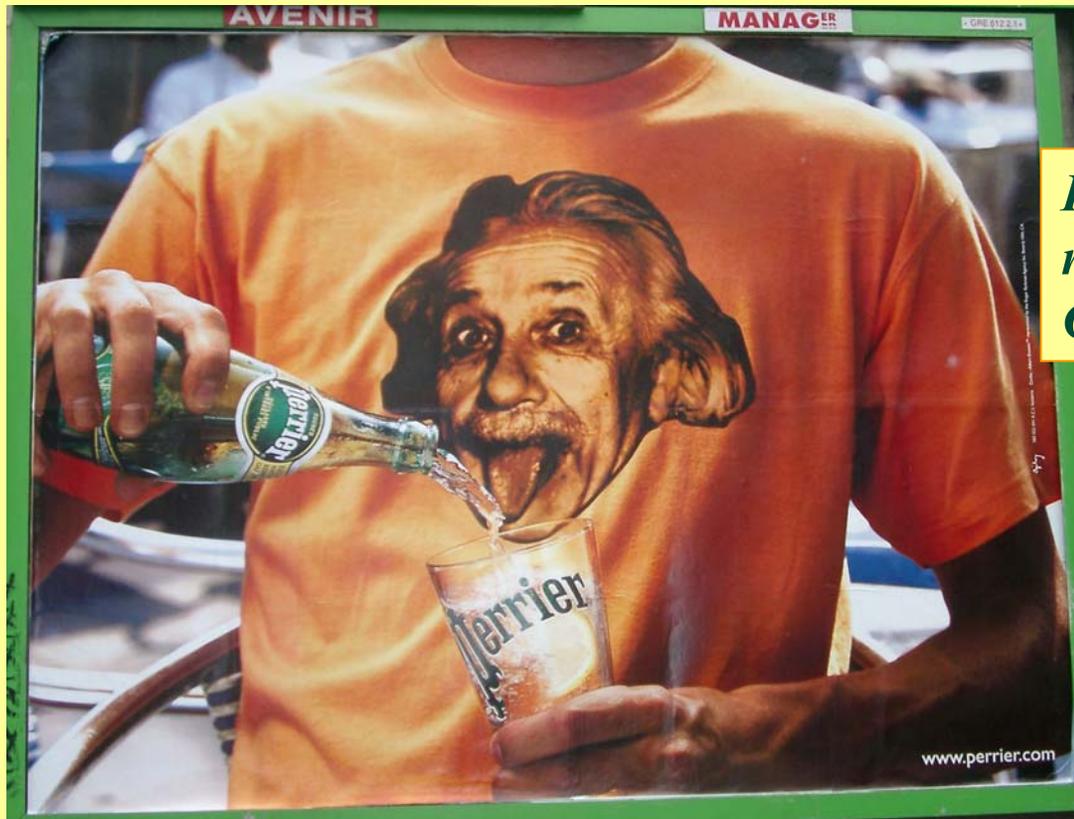
Who are scientists?

- *They are not on a higher level of evolution than other human beings,*
- *They are under severe career constraints,*
- *They work very hard,*
- *They must publish:*
“publish or perish”.



Today science has become a production-oriented activity
- that must prove its usefulness (=> marketing) and
*- that depends increasingly on **industrial applications.***

Economical issues

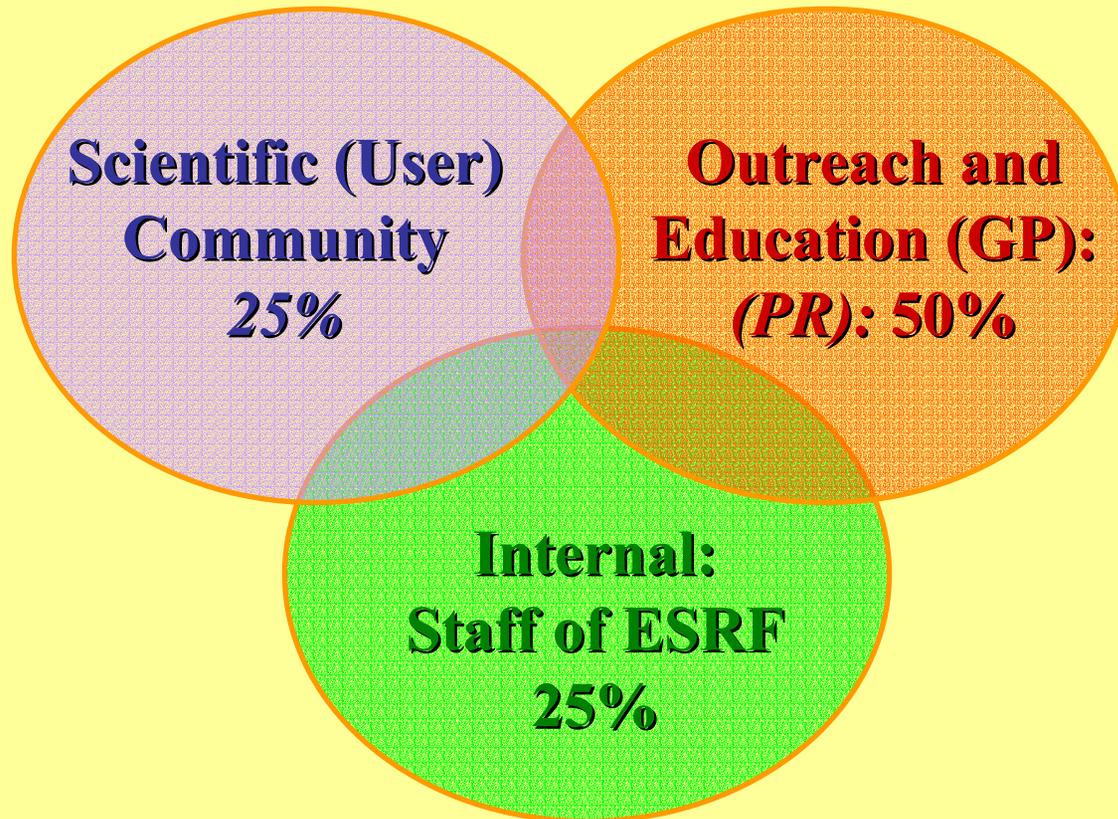


*Publicity
recently seen in
Grenoble...*

Reduction of public funding:

- ⇒ increasing importance of industrial income,*
- ⇒ increasing control of science by industry?*

Communication targets and areas



Public relations (PR) is a strategic policy tool. Properly used it can further the interests of the organization and the scientific communities. It is a long-term investment.



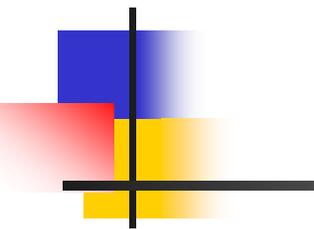
Goals:

- Inform the APS community
- Inform the worldwide x-ray research community
- Inform the public

Requirements:

- Be timely
- Be efficient
- Be effective

Brief History

- 
- 1997 Mar Start of Commissioning of Storage Ring
Oct Open for User Experiments with 10 BLs
- 1998 Jan Public Relations Office organized
- 1999 May Public Relations Division
staff total 7
- 2000 April Public Relations Center open**
Exhibition hall 20% area of PR Center
- 2001 April Staff total 8 including WEB**
ANNUAL BUDGET: 300 k\$

SPring-8/JASRI Management Structure

SPring-8/JASRI Management Structure



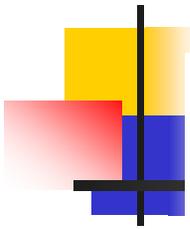
Information for Users
 Library
 Publication of technical information for users
 Experiment Report
 Patent, license
 Registration of the Results

Information for public
 Web

**Public Relations Center Constructed in 2000, Space : 1600 m² , Staff : 8,
Exhibition hall 20 %**



Outline of Activities



1. Media Relations and News

Response to wide range of press inquiries (newspaper, TV, radio, periodicals, and publications)

News releases regarding SPring-8 activities, information, and research to help better and right understanding of SPring-8

a) Press Release of research results or the information

10 cases in 2002 (with and without lecture)

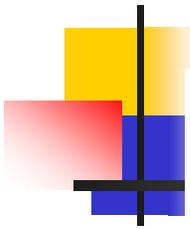
b) Press Inquiries (interview or photographing of Newspaper, TV or periodicals)

41 cases in 2002 + Serialized topics on SPring-8 in Newspaper(**25**)

c) Filing of the reported news and pictures on SPring-8

about **240** articles / year are filed

Outline of Activities (2) continued



2. Receiving visitors to SPring-8 and guiding

Planning a tour of SPring-8 for many people and Receiving visitors to Public Relations Center of SPring-8

Always receiving visitors except a few days a year

9:30 - 17:00 week day, 10:00 - 16:00 Saturday & Sunday

Total number of visitors was **19,619** in 2001.

20,695 in 2002.

3. Management of exhibition

Designing and manufacturing of exhibits and panels

Standing wave linac model and

2-dimensional crystallization model are newly made and displayed

S Band Klystron E3712



Aluminum Model of 5-cell Cavity for Synchrotron



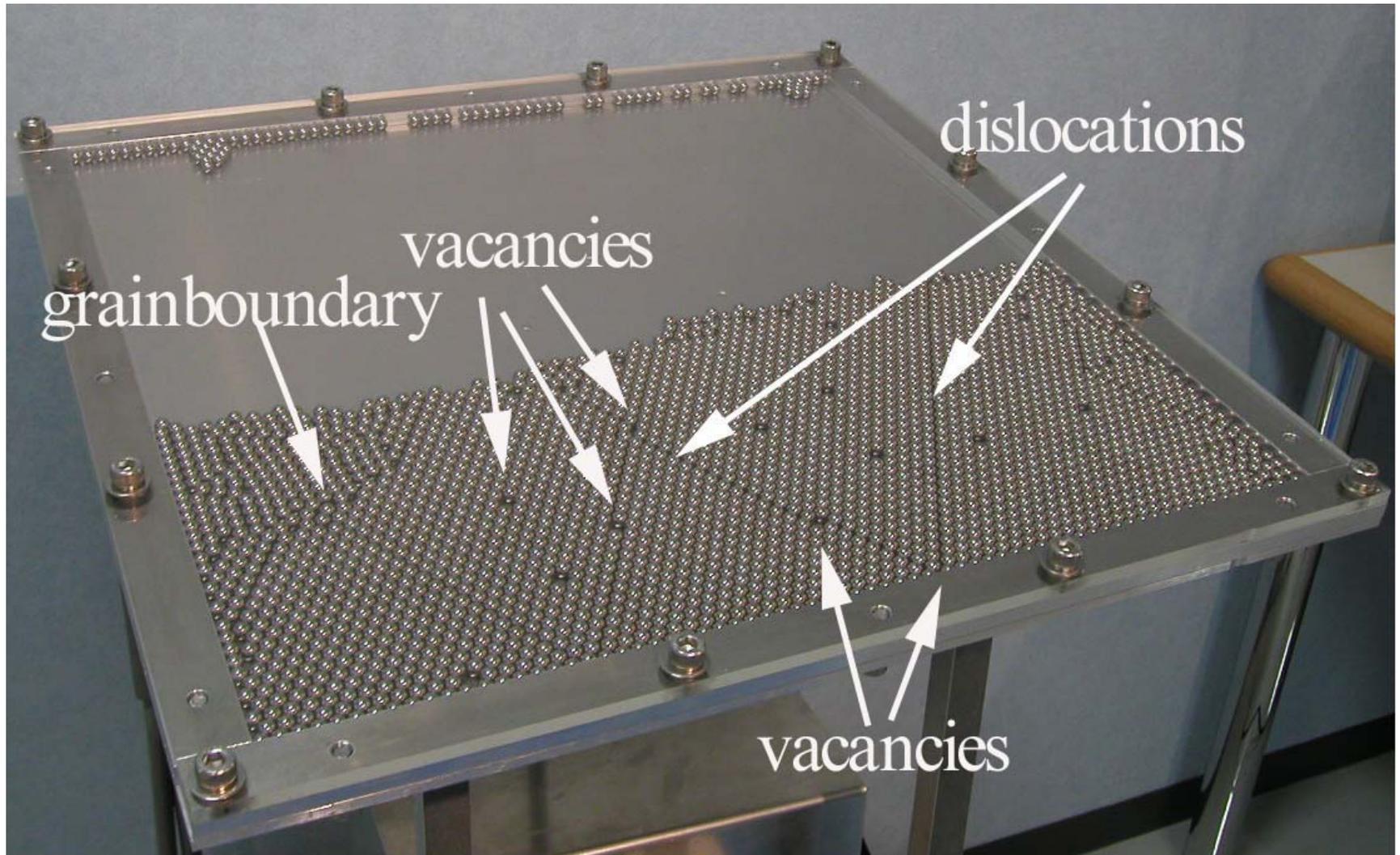
Bending Magnet for Synchrotron and Vacuum Chamber for Storage Ring



Undulator

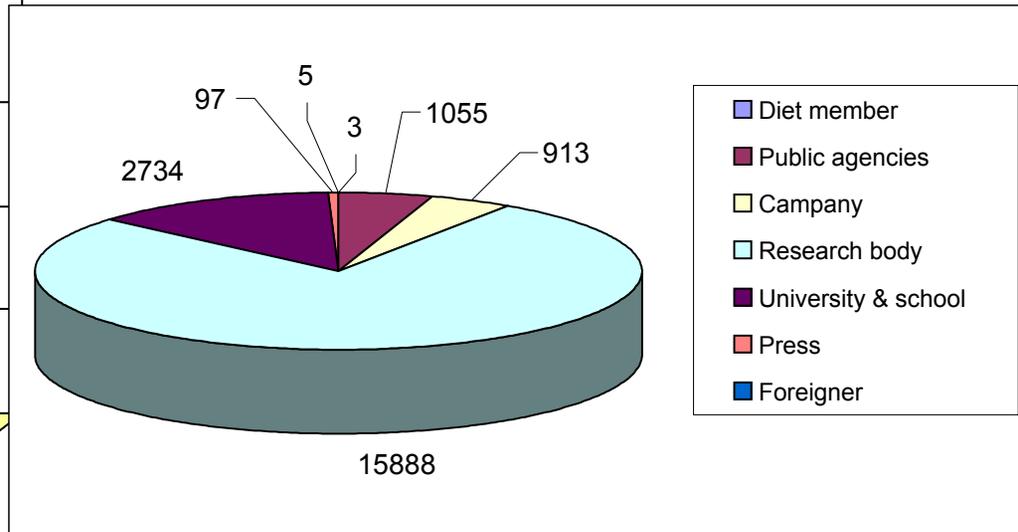
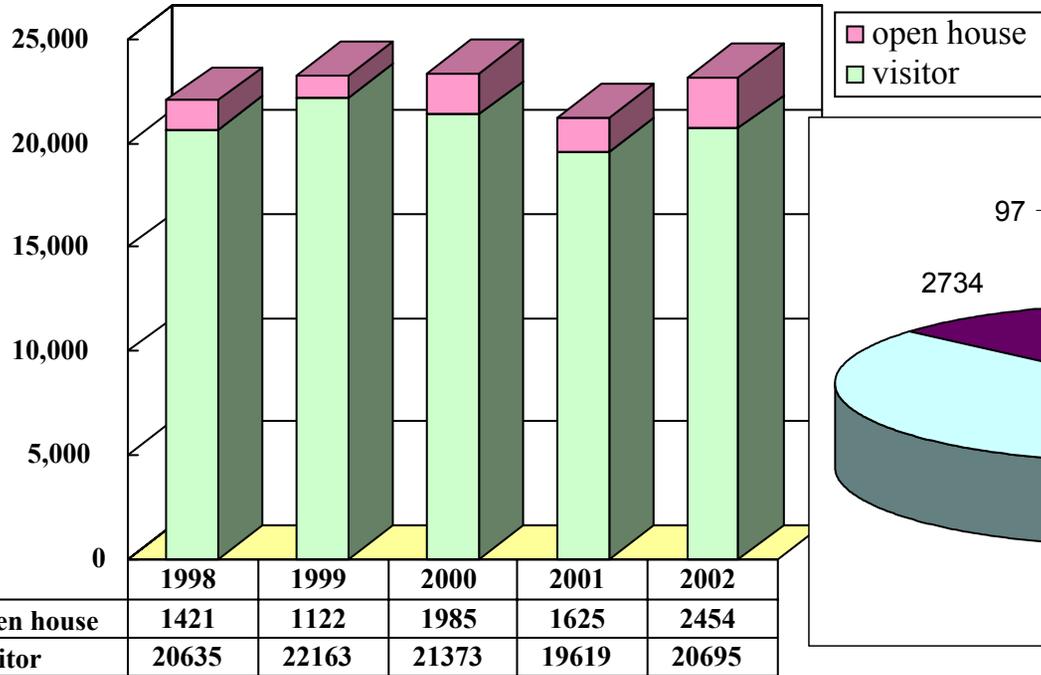


2-dimensional crystallization model

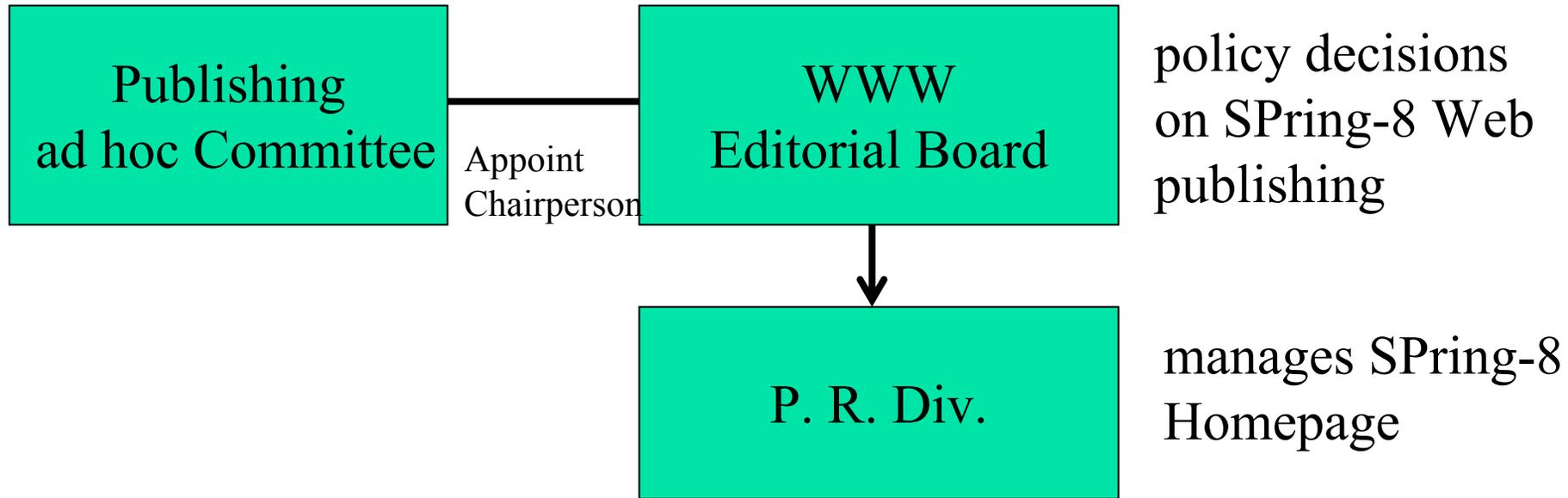


Numbers of Visitors to SPring-8

(number)



Management of SPring-8 Web Publishing



JASRI's WWW Editorial Board makes policy decisions on SPring-8 Web publishing and JASRI's Public Relations Division manages SPring-8 Homepage. WWW Editorial Board is under JASRI's Publishing Ad Hoc Committee, which appoints Chairperson of the Board. Chairperson appoints the members of the Board.

WWW Editorial Board

Chair person

**Director
of PR Div.**

**11 members from JASRI's 11 divisions and
2 members from JAERI and RIKEN respectively**

SPring-8 Web Managing Staff

A Webmaster: Public Relations Division

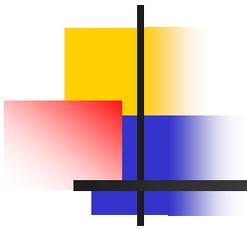
An assistant: Public Relations Division

A person in charge of the Beamline's Website: BL Division

A Webserver master: Information Network Team, BL Division

Public Relations Division is responsible for designing the structure of SPring-8 Website and for managing over all Web contents. The Webserver master: Information Network Team, Beamline Division, is in charge of the hardware maintenance and the security control of the Webserver .

Contents of SPring-8 Web publishing



General Information

- **Special Topics including Press Release**
- **Announcements**
- **Overview of SPring-8**
- **Access Guide**
- **Campus Guide**
- **Contact Information etc**
- **JASRI's Information Disclosure**

Contents of SPring-8 Web publishing continued

Information for Users and researchers/scientists to be users

- **User Info**
 - **Call for research proposals**
 - **Operation Schedule**
 - **Operation Status**
 - **Beamline Info**
 - **Scientific Meeting Calendar**
 - **SPring-8's Scientific Paper Search**
- **Web-based Publications (PDF version)**
 - **SPring-8 Information (in Japanese; bimonthly)**
 - **User Guide**
 - **Beamline Handbook**
 - **User Experiment Report etc.**

Contents of SPring-8 Web publishing continued

Information for the general public

- **Introduction to Synchrotron Radiation (Japanese only)**
- **Introduction to SPring-8 (Video by means of Streaming)**
- **Web-based Publications (PDF version)**
 - **SPring-8 News (in Japanese; bi-monthly)**
 - **SPring-8 Research Frontiers (SPring-8's research highlights; annual)**
 - **SPring-8 Annual Report (in Japanese)**

Outline of Activities (4) continued

5. Public events

planning and carrying out various public events to spread the scientific knowledge and the usefulness of SPring-8 widely.

participate in the external exhibitions and send the SPring-8 information.

a) Open house: a participation event in Science & Technology Week.

SPring-8 facility is opened to the public. **All staff helps!**

26 April 2003, 2866 attendants.

b) Science Summer Camp for high school students about 20 students

3 day-science program (site tour, lectures, experiments)

c) Science Summer Seminar for high school students

about 750 high school students (site tour & lectures)

d) Science Adventure School



Laser Holography



Inside of Storage Ring

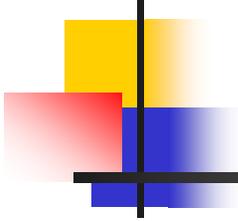


Moving Heart of a Frog

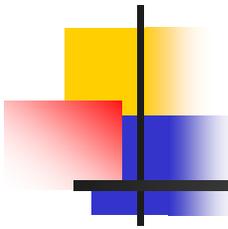


Action of enzyme

Science Adventure School □ SAS □



- A scientist in SPring-8 goes to an elementary school and talks and makes some simple experiments on science in response to the request of the elementary school on site.
- The children are provided with an opportunity to touch and feel science by some scientists in SPring-8.
- **Total 60 children from 3rd grades to 6th grades**
- **6 times a year, 2 days a time, 2 hours a day**



Outline of Activities (5) continued

5. Public events -- continued

d) Exhibition

Nano-tech Fair in Tokyo, Harima Industrial Relay Fair 2002 etc.

f) Collaboration

Lend models and panels, scientific lectures to the public

Science Satellite in Osaka, Special Week for SPring-8,

Desy & Bessy travelling-wave linac model

Outline of Activities (5) continued

5. Briefing Session on the Research Results from SPring-8 To Press

6. Publication of materials for Public Relations various brochures, videos for explanation

SPring-8 Brochures (Japanese and English)

SPring-8 Brochures folded in three (Japanese and English) and single sheet type

JASRI Brochure

SPring-8 News every two months

Video Large-scale Synchrotron Radiation Facility / 15 minutes

SPring-8 Construction Record (Japanese, English /20minutes)

News Highlights in 1999, in 2000

7. Administration for Information Disclosure

European initiatives

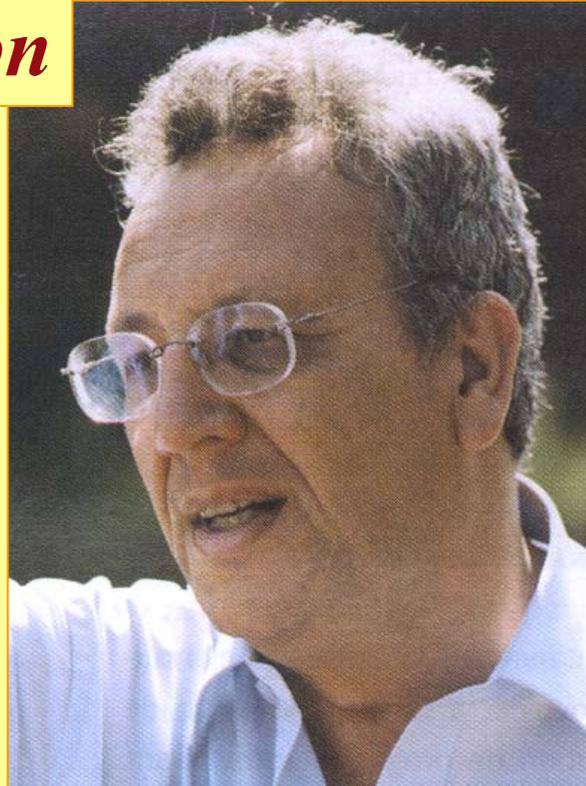
...building the *European Research Area (ERA)*

Outreach & Education

“In a knowledge-based society a democratic and well informed governance must provide the citizens with the means to participate, ..., in the scientific and technical progress and in the responsibility to make the right choices.”

Commissioner Ph. Busquin: *«Science Generation: for a dialog between science and society»*, Brussels, 4 July 2002.

Scientific openness leads to public awareness.



Funds foreseen in the 6th framework program (2002-2006):

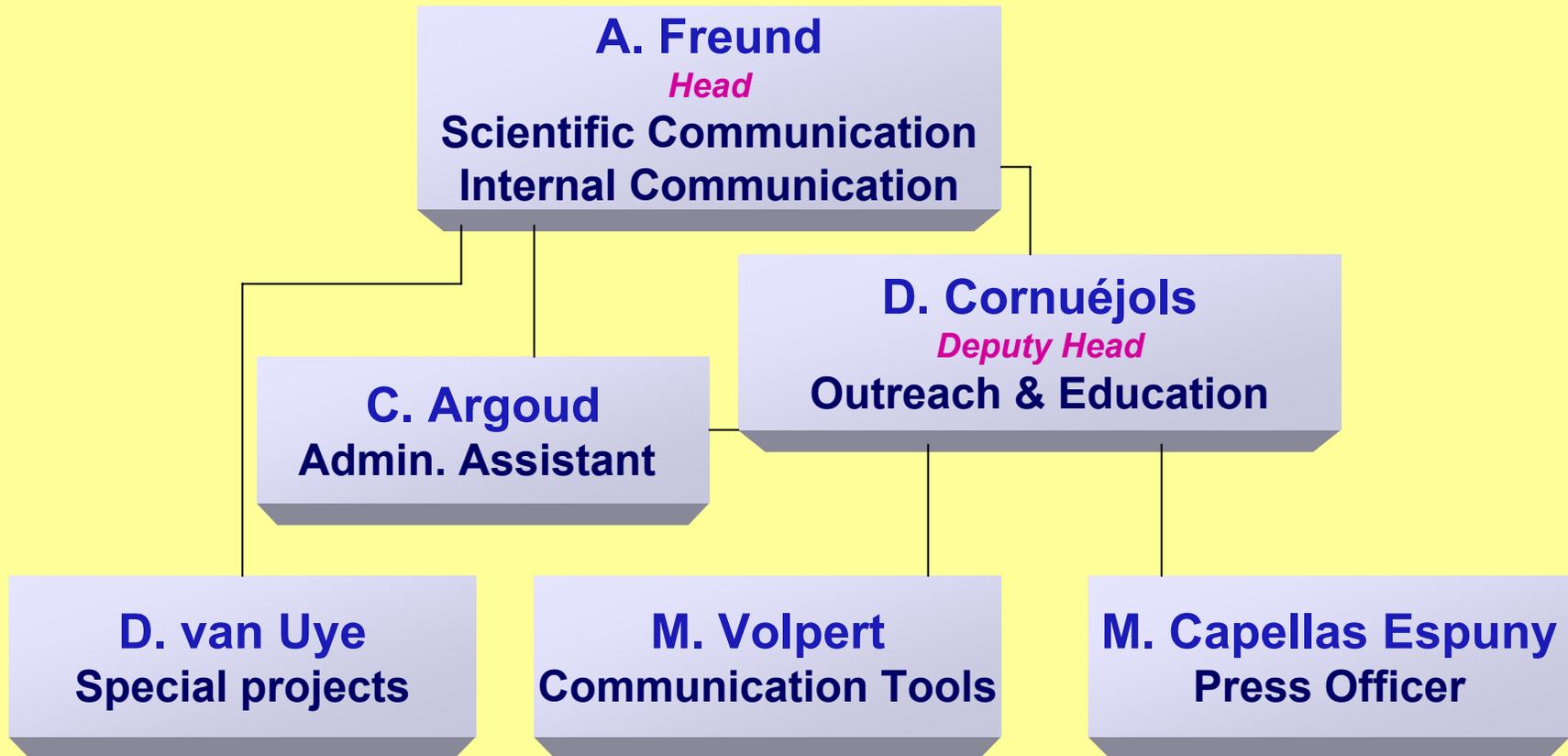
1,6% or 285 MEuros

Recommendation:

1% of budget should be spent on O&E

“...and I do not speak of technical know-how, but of a whole pedagogical wisdom by means of which scientific knowledge will recover its rank of universal value”.

The ESRF Communication Unit



Annual Budget: 160 kEuro (ESRF: 73 MEuro) => < 1%

Mission of the Communication Unit

- Inform the scientific community (SC), the general public (GP) and the ESRF Staff Members (who, what, what for...).
- Increase the visibility of the ESRF.
 - Also together with and with respect to its 6 EIRO partners CERN, ESA, EMBL, ESO, EFDA, ILL.
- Support the “corporate image” of the ESRF both internally and externally by underlining its mission:
 - To provide outstanding service to the European scientific community
 - as a world class center of scientific and technical excellence
 - as a customer and partner of industry.
- Show the usefulness of science with synchrotron light.

Particularities (=> advantages and specific problems):

 - Multidisciplinary: many scientific communities, industrial applications.
 - Multinational (17 countries): management, finance and economy.
 - Multicultural: language, education.

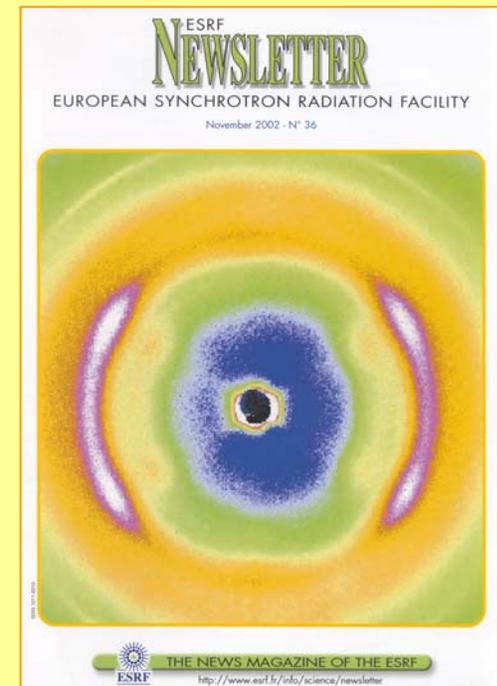
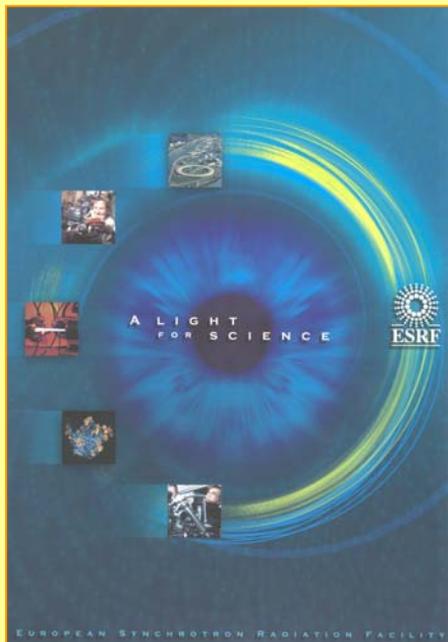
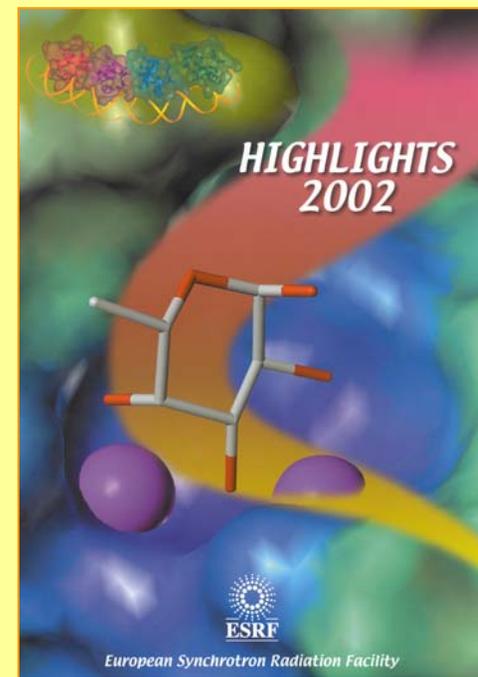
Communication tools & activities

- Specifically internal communication
 - ESRFLASH,
 - Intra-website:
 - Social news & events, management decisions, personnel matters, etc.
 - Open Days.
 - Collecting news from groups for internal and external communication (difficult task).
 - Seminars, presentations to staff members.

Communication tools and activities ctd.

- Printed matter

- Newsletter (SC): twice per year, about 24 pages, 11000 copies.
- Highlights (SC): once per year, about 120 pages, 11000 copies.
- Brochure (SC, GP): new in 2002, seven languages.
- Press releases (SC, GP): about 14 in 2002.
- Posters (SC, GP): 6 for FP6 in Brussels, a new series to be produced this year.
- Flyers for employment, open days, various other events.



Communication tools & activities ctd.



... ESRF

Journées Portes Ouvertes
22 et 23 mars 2003

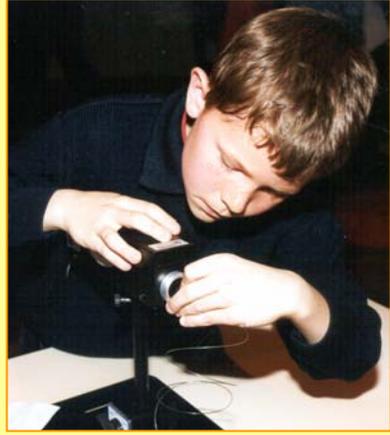
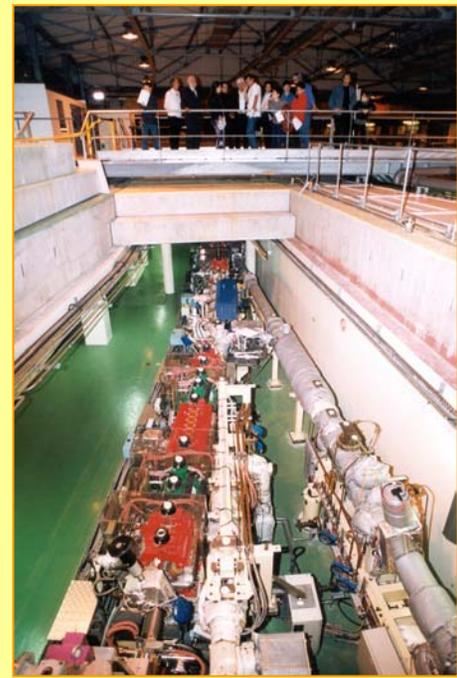


ESRF

INSCRIPTION OBLIGATOIRE
au 04 76 88 20 56
ou par internet
www.esrf.fr/PortesOuvertes/

Venez visiter le synchrotron de Grenoble, la source de rayons X la plus puissante d'Europe.

- Video material
 - Two videos in one year: medical imaging and microscopy (SC, GP).
- Events
 - FP6, Brussels, November 2002, (SC, GP)
 - Open Days, March 2003, 1700 visitors, every three years (GP).
 - “Science Festival”, Grenoble, Oct. 2002, 20,000 visitors (GP).

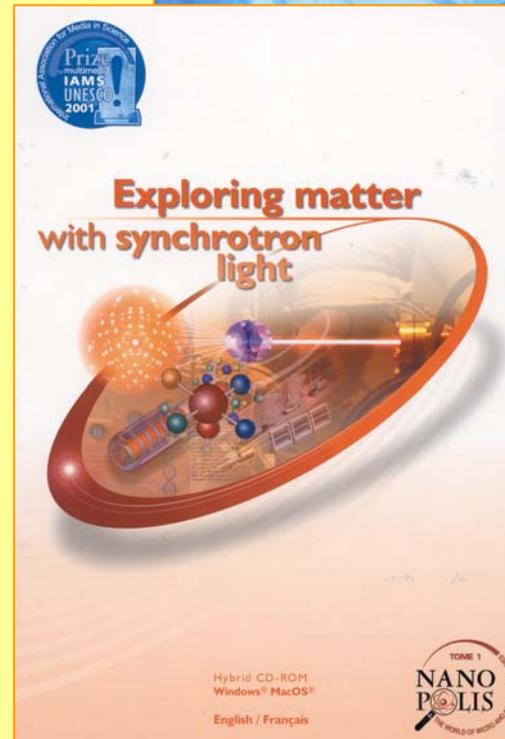


Communication tools & activities ctd.

- Public talks, seminars, interviews.
 - Local communities, radio stations, TV (GP).
 - ESRF staff.
- Exhibitions.
 - External: FP6, Brussels, November 2002 (GP, SC).
 - Internal: Mini-Beamline, machine parts (dipole, undulator) in ESRF lobby (2003, project under way) (GP, SC).
- Visits.
 - About 2000 visitors/year (GP, SC).
- Web activities (=> similar functions as SPring-8)
 - Work shared with Computing Services (2 staff members).
 - New website last year.
 - More than 30,000 pages. (GP, SC).

Other Activities & Collaborations

- Educational:
 - CD-Rom on Synchrotron Radiation: new edition.
 - Training station on BM beamline: project.
- Meetings with PR staff from other facilities:
 - First meeting with people from Diamond, Soleil, Desy, Hasylab, Swiss Light Source, PSI.
 - Collaboration with DESY.





Challenge

- Learning of results in a timely fashion

Response

- Talk to our users!
- Encourage use of APS Publications Database
<http://www.aps.anl.gov/aps/science-publications.html>
- Incentives to tell APS about results:
 - Publish annual report
Highlights chosen from Publications Database
 - Post highlights on APS Web site
 - Feature highlights in ANL/APS publicity



Challenge

- **Make efficient use of resources**

Response

- **APS management has:**
 - Made known its objectives and support
 - Established budget to meet objectives: **300 k\$/year**
 - Added staff (1 FTE): **Two full staff members**
Directly attached to the Associate Laboratory Director
- **Find cost savings:**
 - Use non-commercial printing methods
 - Buy skilled help as needed



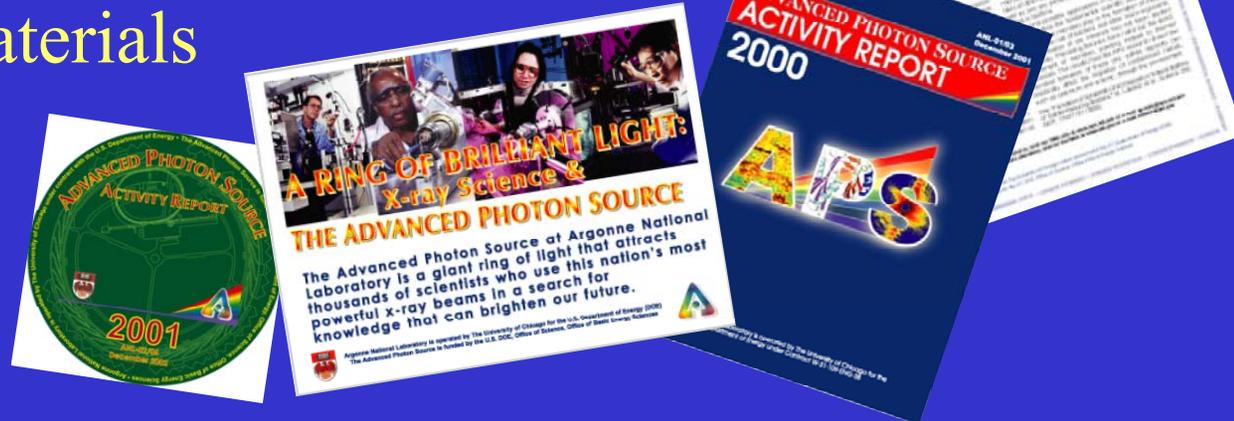
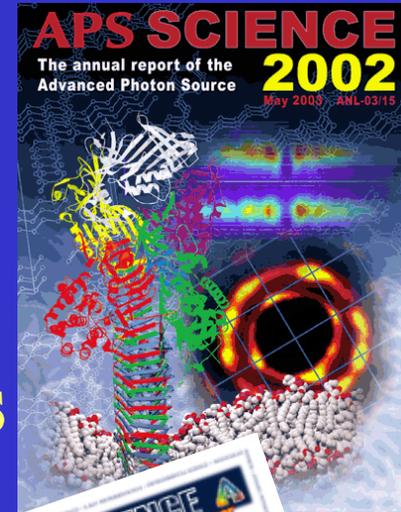
Challenge

- Communicate effectively

Response

- Develop audience-specific materials
 - Annual report for research community
 - Printed and Web highlights for public*
 - Selection of ANL press-release topics
 - Educational materials

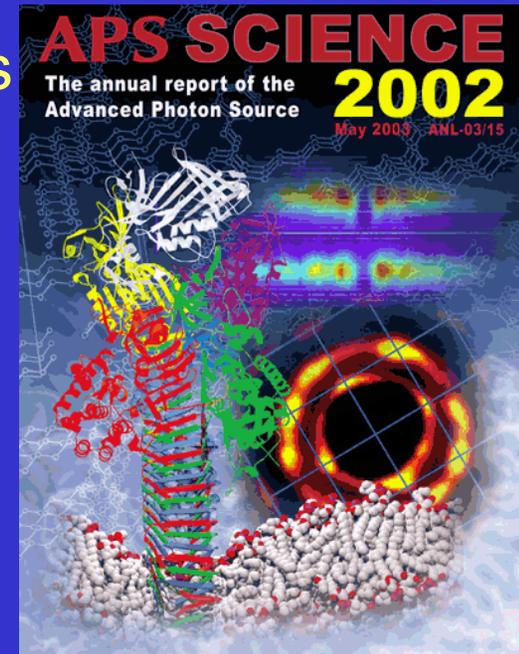
* "Public" includes policy makers, etc.





APS annual report for the research community

- ❑ First issue
- ❑ Research highlights from “Top 5” selected by user-group management
 - Written by professional science writers (outsourced)
- ❑ Facility highlights written by staff
- ❑ Next issue: 04 users’ meeting
 - We’re starting now





APS activity reports for the research community

- ❑ Solicited every year
- ❑ Latest research
- ❑ Edited in-house and posted as PDFs on Web
(http://www.aps.anl.gov/aps/activity_reports/webars.html)
- ❑ Available only on Web and CD





Printed & Web highlights for public

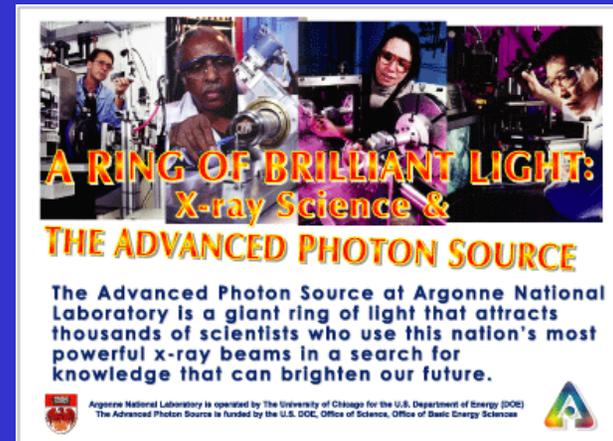
- ❑ Based on annual report highlights
- ❑ Available in APS atrium for tour groups
- ❑ Available to staff for visitors, talks, etc.
- ❑ Produced and printed in-house (cost savings)
- ❑ Posted on APS Web site





Educational materials

- ❑ APS poster sent to >3,000 high-school science teachers in Midwest
- ❑ Supported contest for design of hands-on exhibits for APS atrium
- ❑ Winners announced last month
- ❑ Excellent local press coverage
- ❑ Contest expanded to all of ANL





What's next?

- ❑ Better communication with user institutions on cooperative publicity initiatives (light-source web site can help)
- ❑ Foster beneficial interactions with scientific press
- ❑ Develop new information products
- ❑ Expand Web presence 
- ❑ Collaborate with other light sources



Communicating with each other is also important...

Science communicators from 4 US-DOE synchrotron sources met during APS users' meeting, end of April.

First such meeting

Attendees:

N. Calder (SLAC)

R. Fenner (APS)

C. Knotts, Lisa Dunn (SSRL)

L. Miller (NSLS)

M. Nowatarski (APS)

A. Robinson (ALS)

(L. Moxon [ALS] to participate in future)

Resulted from discussions between Robinson & Fenner



US-DOE Light Source Communicators'

Mission Statement (draft):

“To promote understanding, appreciation, and support for synchrotron radiation research.”

The first step toward fulfilling our mission is...



A light-source Web site modeled after the HEP Web site “Interactions” (<http://www.interactions.org/> not fully implemented yet, but the prototype is excellent)

Light-source Web site will allow us to:

- Share news
- Share resources
- Eliminate replication of effort (educational tools, etc.)
- Provide focal point for info collection and dissemination

All light sources are welcome to participate!

Send e-mail to Art Robinson (alrobinson@lbl.gov)



Conclusions

- We have common goals (as expected).
We agree that communication on all levels is of increasing importance:
 - to inform, in particular the public at large,
 - to ensure appropriate funding, in particular after our construction phase,
 - to attract new users and staff, in particular young scientists,
 - to involve more researchers from industry in synchrotron x-ray techniques.
- We have common problems (no surprise):
 - Collecting information.
 - Limited resources => more efforts are needed.
 - Getting higher visibility in the media.



Conclusions ctd.

- We have common and different approaches.
 - Spring-8 is most active in outreach and education.
- We can share experience, exchange information and material. Examples:
 - Explaining synchrotron related science and technology in a simple language (FAQ and Answers Catalog).
 - Lending, co-creating material for exhibitions (posters, models, videos).
 - New edition of CD-Rom on SR.
 - Common SR website (Rick Fenner, Art Robinson).
 - ETC.
- The meeting was very fruitful and much appreciated by all participants. Should be continued.