

YEARS/ANS CERN

# Communicating CERN: achieving a balance between local, national and international stakeholders

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# Social media









@CERN
925,000
followers

CERN 267,000 likes

82,000 have CERN in their circle

17,900 followers

@CERN\_FR
11,000 followers

CERN Jobs 21,000 likes

Google hangouts

Explore
CERN with
Streetview

@CERN\_JOBS 6,400 followers







## আনন্দবাজার পত্রিকা







'পেয়েছি, যা খুঁজছিলাম

## EL PAIS





De Villota pierde el ojo derecho

Pistorius estará en los Juegos

La Audiencia Nacional imputa a toda la cúpula

de Bankia El consejero delegado

presenta su dimisión

El juez llama como testigo a Ordóñez

## Hallada la partícula clave para

El acelerador de Ginebra da con el bosón de Higgs, que explica el origen de la masa . El CERN: "Es un hito en la explicación de la naturaleza"



ONE MATCH

FINAL

Arafat será exhumado para determinar si lo envenenaron

La viuda de Yasir Arafat, falleci do en 2004 en Paris sin que s

## la comprensión del universo





### The New York Times That's Fit to Print VOL. CLXI.. No. 55,823

Iranians Put It On Idled Ships

Subterfuge at Tankers as Embargo Tightens

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HEALTH MANDATE BY OBAMA IS A TAX

SHIFT RENEWS CRITICISM

Move Aligns Him With Conservative Voices

By JEREMY W. PETERS

Oil Backed Up, | ROMNEY NOW SAYS | Physicists Find Elusive Particle Seen as Key to Universe



ientists in Geneva on Wednesday applicuded the discovery of a subatomic particle that looks like the Higgs boson

#### Date Night at the Zoo, if Rare Species Play Along Think We Have It'

Is Cheer of Day at

It has taken nearly 50 years and cost £2.6bn. Now, at last, the Higgs boson particle has been found - and a new chapter in our understanding of the universe can begin

FILES: COULD

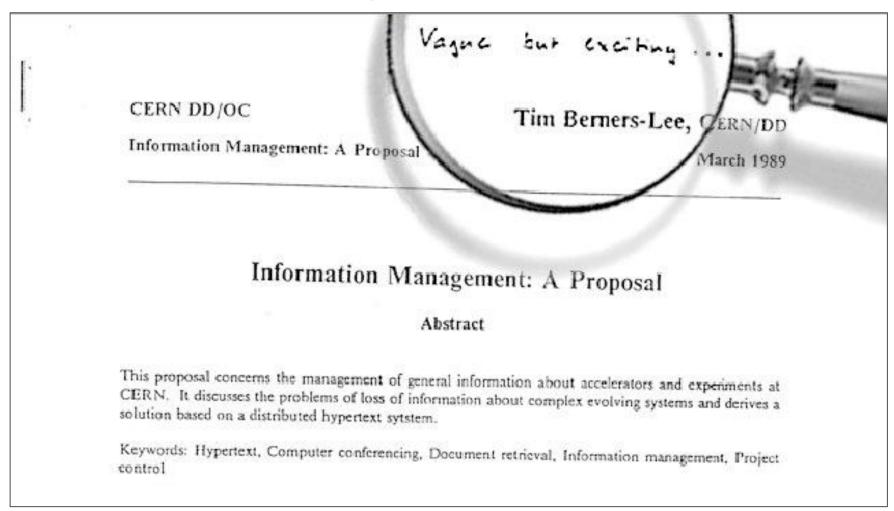


sorry (but not sorry enough





# Benefits to global society







# Our communication challenges

- Create positive environment for science
- Spread awareness of the benefits to society
- Build personal connections with policymakers

**Curiosity-driven research is essential!** 





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