



Exploring the frontiers of knowledge
Explorer les frontières du savoir

The importance of being honest



Dr James Gillies, Head of communications, CERN

What CERN is...



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A laboratory for basic research



Newton's unfinished business... what is mass?

Science's little embarrassment... what is 96% of the Universe made of?

Nature's favouritism... why is there no more antimatter?

The secrets of the Big Bang... what was matter like within the first second of the Universe's life?



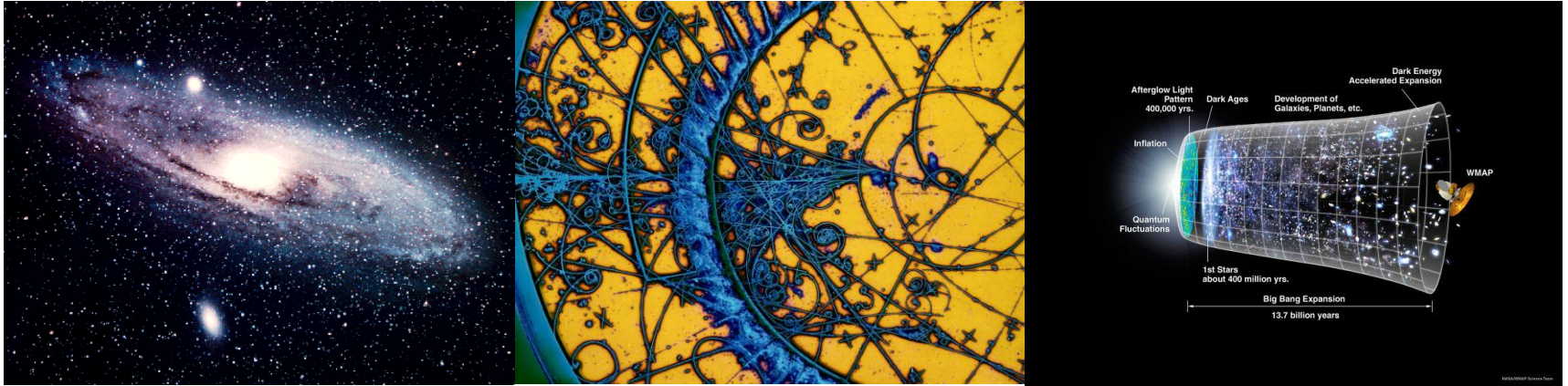
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What CERN is not...



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A nuclear research facility...



CERN's mission is not to carry out research into energy...



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CERN's approach to communications



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The challenge....

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Shortcuts

The mother who never goes out without her daughters

A royal child's relationship with its parents is always going to be an intriguing one. Take Charles: a middle-aged man whose life purpose cannot commence until his mother pushes off, either off the throne or into the next dimension.

But it's Princesses Beatrice and Eugenie who provide the most fodder for thought on this account. These two young ladies, perfectly pleasant by all accounts, seem to have a relationship with their mother, the indefatigable Fergie, that is so close as to be downright stifling. The three are frequently photographed at parties and premieres together and this week Fergie and her ex-husband were photographed leaving a restaurant together. She did leave the girls at home but they were present in spirit, thanks to Fergie's Anya Hindmarch handbag, which was emblazoned with a picture of her daughters.

For New Year's Eve, Beatrice and Eugenie, 15 and 16 respectively, went to Thailand for the party where Pete Doherty sort-of-but-not-really married Kate Moss. Quite a good gig for two teenagers, you would think. Except that their mother went with them. Fergie has hooted in interviews about how she and Beatrice like to go "on the pull together" and Beatrice recently cooed that her ambition was to be "a mini-mummy (because) her behaviour is one I'd really like to follow". Ah toe-sucking-choo!

In this day of family breakdowns and the end of the nuclear unit, isn't it heartening to see two teenagers so happily close to their mother? Others have been spotted partying with their mothers, too: Moss herself was photographed at Manumission in Ibiza with her mum. None the less, we all remember what it was like to be 18: the idea of going to a party with one's mother was pretty much up there with joining the after-school physics club in terms of social humiliation. So either they are doing this under

Insufferable... Fergie with Beatrice and Eugenie and, left, her bag with their picture on it

In this day of family breakdowns, isn't it heartening to see two teenagers so close to their mother?

suifrance or, as has long been suspected, the royals don't have normal human reactions. This would explain how William and Harry continue to live day to day, seemingly unhampered by their father's once-professed wish to be a female sanitary product when most other people would have fled to Tanzania. But frankly, the thought of Fergie turning up in Manumission is enough to make you beg Beatrice and Eugenie to, please, take a stand now.

Hadley Freeman

Guardian Unlimited
think of escaping

2 The Guardian 18.01.07

“We all remember what it was like to be 18: the idea of going to a party with one’s mother was pretty much up there with joining the after school physics club in terms of social humiliation.



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Perception versus reality

What is CERN?

Perception

Socially humiliating

CERN is a nuclear lab

CERN does military research

CERN is secretive

CERN is closed

Reality

Really cool!

Particle physics

Forbidden

Publishes openly

Open to the public

Much of our intranet is accessible.

Our scientists are encouraged and enabled to communicate.



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Transparent, timely, honest: authoritative



- Be part of the conversation
- Gain trust
- No choice
- If it falls down, people will notice



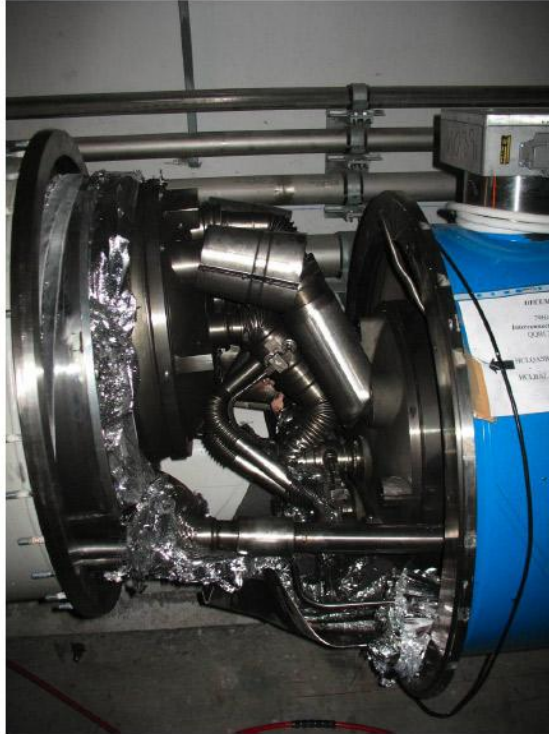
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Angels and Demons were good for CERN



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Even this helped build our reputation



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As did Black Hole systeria...

Daily Show Does CERN

 Stumble! Like? 

If you watch the Daily Show, you know the ~~inane~~ humor of John Oliver, one of the regular "correspondents" on the show. My colleagues at CERN tell me that he's visiting CERN now, filming one of his inimitable segments on the LHC and the experiments, to be aired "some time after April 21". Personally, I can't wait to see it - he is always funny and usually pretty sharply barbed. He apparently rode an LHC dipole magnet like Slim Pickens rode the bomb in Dr. Strangelove, and asked one of our guys "is there anything you do here that's not boring?" His video spots are always edited tightly to get the maximum laugh quotient. Anyway, here he is in the CMS cavern, earlier today (thanks to my student Matt Searle for the photo!)



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Using our profile to talk about science...



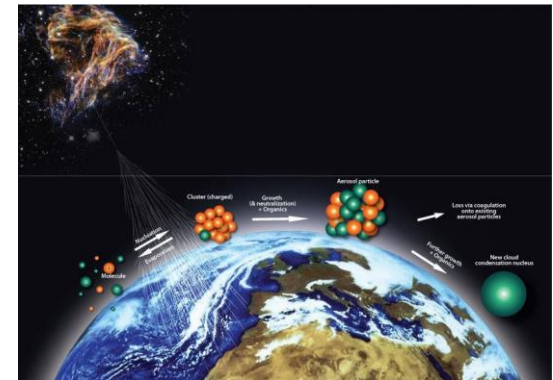
MMR...



Energy...



Mobile phones...



Climate change...

Science needs to re-engage

CERN and Energy

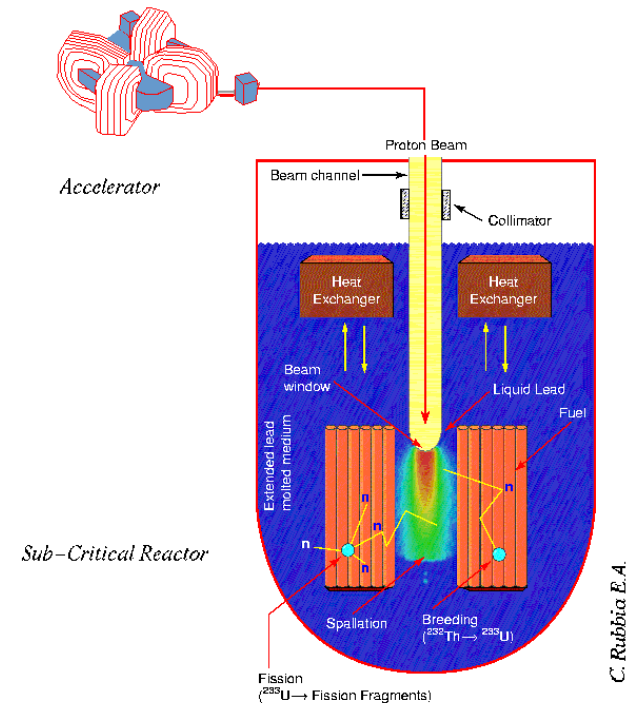


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Accelerator driven systems, ADS



1997: The TARC
experiment at CERN



A Thorium cycle energy
amplifier

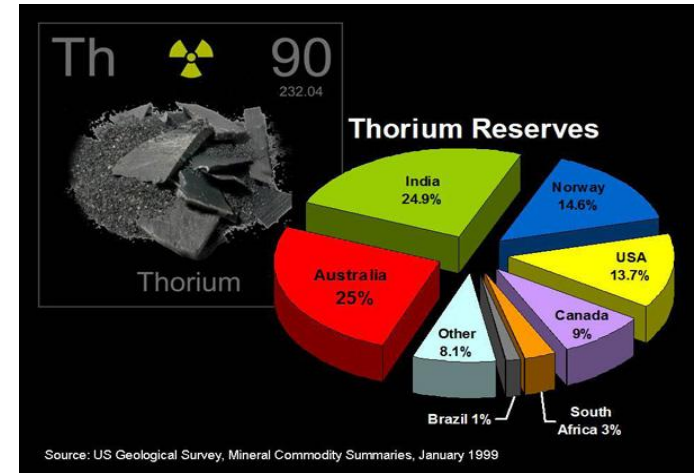


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Accelerator driven systems, ADS



Thorium pellets at BARC
(Photo: Pallava Bagla)



Where is the Thorium?

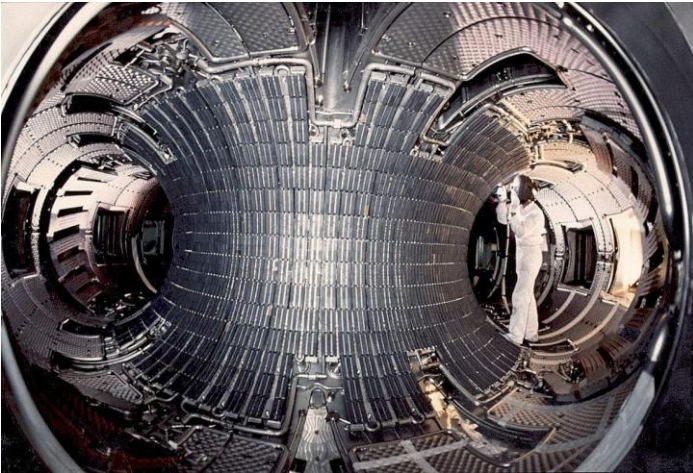


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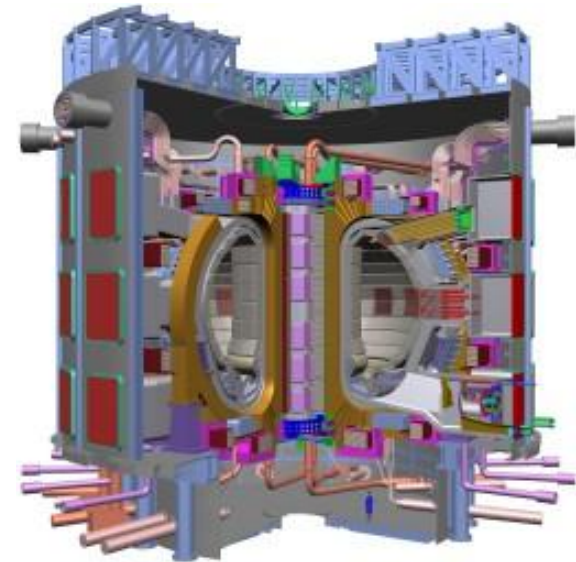


George Monbiot: "Why Fukushima made me stop worrying and love nuclear power."

Fusion



Tore Supra 1970s



ITER



LHC



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Solar



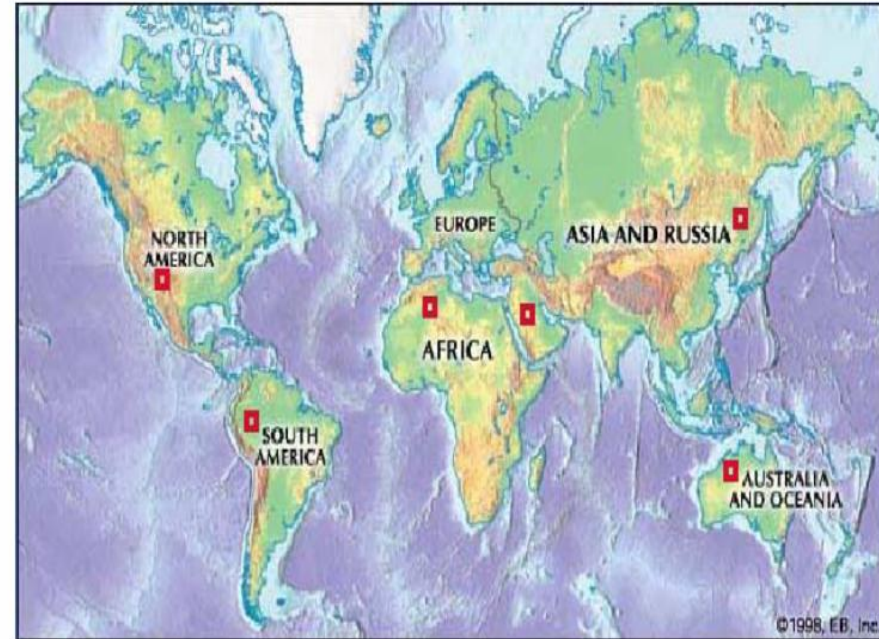
80°C!



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Why it matters*

- World uses energy at the rate of 15.7TW
- Set to increase by 50% by 2030
- 1.6 billion people lack electricity
- ~80% generated by burning fossil fuels
- ~10% generated by burning combustible renewables
- ~5% nuclear
- ~5% hydro
- ~0.5% all other renewables



6 boxes sized to produce 3.3TW of power each (20TW total – 630EJ)

Source: Lewis et al 2003c



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*Source: Talk by Professor Sir Chris Llewellyn-Smith. The Energy Challenge and the Need for Nuclear, 24 March 2011.



Thank you!



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