Introduction to the Strategy of Outreach of FZU

Summarized by Radek Kříček
Purpose of the strategy

• Summarize the needs of FZU related to PR and outreach
• Describe the perception of FZU and physics by various parts of society
• Identify the most important groups
• Decide on if and how their opinions should be influenced
• Develop tools to form the desired opinions
The needs of FZU

To effectively achieve its goals, FZU needs:
• Knowledge and support of FZU among broad public and decision-making bodies
• Interest in a career at FZU among excellent scientists and talented students
Current perception of physics by public

- Physics among least popular subjects at school
- Decreasing interest in science in adult population
- Many people meet only classical physics without learning about modern trends and theories
Current perception of FZU by public (assumption)

- No investigation related to FZU, similar research projects exist
- Unclear structure of research institutions, unknown distinction between the Academy (AS) and universities
- AS is perceived as a single institution, specific institutes generally lack its own image
- FZU is not sufficiently known even among Czech university students of science and other potential employees
Desired situation

- Physics is perceived by a large majority of citizens as interesting and useful
- FZU is known as an excellent research institution, also compared to institutions abroad
- Strong interest in career at FZU
How to proceed

• Need of effective communication both in PR (image of FZU) and outreach (image of physics)
• Thus, identification of smaller target group(s) with the maximum effectivity of communication:
  • We are able to influence the group
  • The change will significantly contribute to the achievement of our goals (Desired situation)
• After their identification, a message for target group(s) must be formulated and delivered constantly throughout a sufficient period of time
Following target groups were identified based on their possible contribution to our long-term goals (most important in **bold**):

- **University science or technology students**
- **Active citizens interested in science**
- Teachers from elementary and high schools
- High school students studying physics
Chosen strategy

- Based on SWOT analysis
- Areas of focus
  - Improve the communication with university students
  - Create „culture of outreach“ at FZU – scientists realize that outreach is almost as important as scientific work
  - Collaboration with media, search for topics within FZU
  - Communication understandable for wide audience
  - Deeper cooperation with laser centers
Ways of communication

• Following ways will be preferred:
  • General Czech media for active citizens
    • May be accompanied by web and social networks, newsletter
  • Facebook and web for university students
Media communication specialist

- Future position
- Actively searching for and creating topics in FZU
- Deep knowledge of research topics, state of projects
- Contacts with media
- Twitter?
Slogan

- More frequent informal use of „Fyzikál“? – e.g. on social media, promotional items…
- Slogan proposals (t-shirts etc.)

Fyzikál. Rozumět světu. / Understand the world.  
Fyzikál. Milujeme vědu.  
Fyzikál. Zamilováni do vědy. / In love with science.  
Fyzikál. Špičková věda.  
Fyzikál. Dobrodružství vědy.  
Fyzikál. Hvězdná věda.  
Fyzikál. Ten pravý.  
Rozumět světu. Víc.

Fyzika. Náročná, ale krásná.  
Fyzika pro všechny; k vaším službám (zřejmě již používáno)
Culture of outreach

- More scientists should be active – should be shown the advantages
- Goal: a community including both PR workers and scientists to share know how
- Attending science outreach conferences, inviting experts from abroad, introducing outreach possibilities by a leaflet
Outreach events

- Continuous presence at 4 main events (Veletrh vědy, Festival vědy, Týden vědy a techniky, Noc vědců) with evolving content and changing presenters
- Additional events for target groups
- Evaluate possible success – stay in touch with students
New website

- Special section devoted to outreach
- Popular texts / animations / virtual tours
- Finished in the end of 2019