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New channels, new formats, new content. Stories about the construction of a great new instrument.

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Our Research Center is changing fast. We are building new instruments and labs which will yield scientific results only several years later. Classical outreach activities like press releases and News do not cover such “future projects” very well. Thus, we have conceived and set up a new microsite www.hzbzlog.com, which was awarded a prize for online communication by Deutsche Presseakademie in 2014. The hzbzlog is like a window into the lab, allowing you a glance over the shoulders of construction engineers and scientists who are planning, building and testing new, huge instruments. This aspect of science is often not visible to outsiders, but it is crucial. Without new instruments, there is no new science.

We will have a closer look at our episodes of a unique High Field Magnet, being set up at the neutron Source BER II: we communicate that science needs many different experts and international collaboration. The www.HZBzlog.com has become a treasure trove for original pictures, interviews and other jewels. We spread them via social media channels (twitter, Facebook and youtube) and feature them in classical print magazines like Lichtblick and Sichtbar. We will discuss in the session about target audiences for such formats and about further evolution of such ideas.

Possible Fishbowl discussion: so many channels to serve: Is it worth the energy?

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