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F a c s i m i l e T r a n s m i s s i o n

To: Mr Andrew Hall Date: 6 March, 2001  
Organisation: Foster's Brewing International Fax No: 0011 44 1932 268461  
From: Robyn Stutchbury No. pages including this: 1

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Dear Mr Andrew Hall,

I had intended to write much sooner than this to thank you for your generosity in supplying Foster's Lager for our Science in the Pub session in CERN, Geneva for the Public Communication of Science and Technology conference, PCST2001. The delay has been caused by not having the background notes of our Australian panellists, CERN physicists Dr Leanne Guy and Dr Emmanuel Tssemelis, for my report. The notes seem to be travelling Europe with our Australian compere, Alf Conlon (former ABC Online producer). However, I do have notes from the third panellist, Irish journalist Dr Brian Trench. His report appears below.

The session, *HEP colliding with GDP*, (HEP = high energy particles) was extremely well received and we have been invited to present another session for the next conference in Cape Town next year (see copy of letter below). We have also been inundated with requests for numerous sessions here in Australia and one in New Zealand.

There was a video made of the session and I have been promised a copy. Please let me know if you would like me to send a copy to you. I also have a number of photographs which show 'Foster's' prominent role in the proceedings. Even the Swiss delegates, who seem to hold Aussie beer in contempt, agreed that it wasn't 'a bad drop'! It certainly gave rise to some well lubricated discussion.

I'll let the following endorsements speak for themselves. I really believe that Foster's should become our sponsors for all future SciPub sessions and initiatives, such as the proposed TV series. Now that the Federal Government has turned around the science budget and the future of science is looking far more rosy, I think our method of getting the message out into the community could benefit Foster's as much as we would benefit from your interest. I will be writing to Pat Freeland-Hall about this. I do hope that you will recommend our initiative.

From Brian Trench:

Brian Trench is a senior lecturer in the School of Communications, Dublin City University, Ireland. He was for over twenty years a full-time journalist before joining the university, where he teaches courses in media technologies, research methods and science communication, and has been course director of the Masters in Journalism. In 1996, he established a Masters in Science Communication, which is delivered jointly with Queen's University Belfast, in Northern Ireland (UK), and which has

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attracted students from all parts of Britain and Ireland, as well from France, Spain, United States, Canada and China.

Brian Trench has lectured and published in several countries on online journalism and science communication, and is a member of the scientific committee of the Public Communication of Science and Technology network. He is a member of the government advisory body, Irish Council for Science Technology and Innovation and has been active in public and policy debate around many issues of science and technology in society.

Commenting on his participation in Science in the Pub at the sixth international conference on Public Communication of Science and Technology, Brian Trench said:

*I did not know what to expect when I asked to take part in Science in the Pub. I was surprised to see how effectively the organisers turned an institutional canteen into a space in which participants and panelists could, for a couple of hours, believe they were in an Australian pub. Their skill in doing this was facilitated by the availability of Foster's beer. The potentially abstruse discussion about the nature of, and reasons for, particle physics research stayed within easy reach of the diverse audience without ever becoming crude or simplistic, or without the atmosphere becoming too raucous. I even managed to get attention for my reading of a poem by the Czech poet (and scientist) Miroslav Holub, Brief Reflection on Accuracy. This tells how the people of a town where a cannon was fired every evening at six o'clock asked the soldier who fired the gun how he knew it was precisely six o'clock. He explained that he set his watch by a clock in the window of the clockmaker's shop. So the people asked the clockmaker how he set his clock so precisely:*

Oh, said the clockmaker, this is one of the most accurate instruments ever.  
Just imagine, for many years now a cannon has been fired at six o'clock sharp.  
And every day I look at this chronometer  
And always it shows exactly six.

### From Marina Joubert, South Africa

*Dear Robyn*

*You achieved something enormous at the PCST meeting with your real live Science in the Pub – showing how science communication can break out of conservative barriers and really come to life with a fantastic vibe and super edutainment value. I'm really so sorry that I could not see the whole event, but even the part that I could attend was fantastic. I have been telling everyone here about it as the highlight of the conference. I really do hope that we will be able to bring your production to the PCST 2002 in Cape Town. How did you go about getting the funding to take it to CERN???*

Marina Joubert

Corporate Communication Manager

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PO Box 2600, PRETORIA, 0001, SOUTH AFRICA

Tel: +27 12 481-4055; Fax: +27 12 481-4134; Email: [marina@nrf.ac.za](mailto:marina@nrf.ac.za);

<<mailto:marina@nrf.ac.za>>

Cell: 083-409-4254

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There are also a couple of other brief articles I put together for our newsletter and other members of the SciPub organising group. Please let me know if you would like a copy of this material.

Again we thank you for your support.

Regards,

Robyn Stutchbury,  
NSW ASC co-ordinator  
and Science in the Pub project manager.