

mission²¹

promoting temporary exhibitions

6th October 2005

the task for communications

- A attention see / again
- B belief motivate
- C commitment visit

who do you want to reach?

- the home crowd
- a new / wider audience

working with mainstream media

- what makes news?
- think about their needs
- maximise your opportunities

making news

- wars and politics
 - celebrity, sex and wealth
 - disaster and controversy
 - first, biggest, best, latest, future (science...)
 - culture
 - quirky and fun
-
- worthy doesn't necessarily mean 'news'
 - 75% of Daily Mail stories don't make the paper

think about their needs

- why now?
- who will be interested?
- why is this important / interesting?
- what's the focus?
- how do to illustrate the story?

maximising opportunities

- make big ideas palatable and relevant
- have strong imagery
- find the human story
- use surprise, humour and intrigue (“interventions”)
- target your stories carefully
- making media part of the action

case studies

Institute of Physics

Move over Einstein

The Daily Telegraph

INSIDE
NEW YORK
TIMES
SPECIAL
EDITION

MUSIC ON THURSDAY

Download the best of Neil Young for £5

PERFECT PLAYLIST PAGE 18

2 FOR 1 EUROSTAR

TRAVEL TO PARIS, LILLE AND BRUSSELS FROM 24

www.telegraph.co.uk FINAL 8

BRITAIN'S BEST - SELLING QUALITY DAILY

Thursday, April 14, 2005 No 46,907 60p



Relatively simple: a glass fibre bust of Albert Einstein arrives at the Science Museum in London yesterday for an exhibition, *More Over Einstein*, which opens on Saturday



MEN'S STYLE
From Dior to Topman: the 12 best men's jeans **18**

ARTS
Ralph Fiennes returns to the stage in Julius Caesar **14**

DI DIDDY
Win a DVD player — if you can solve it by 4pm **24**



THE TIMES

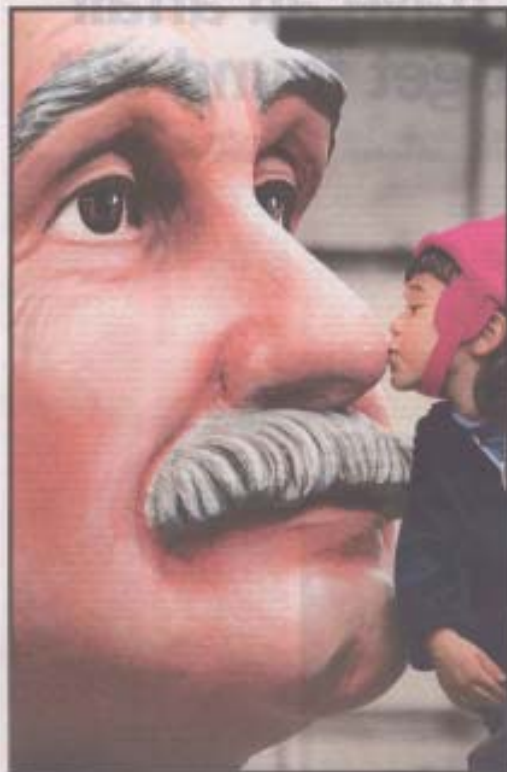
MONDAY

TV & RADIO 18-23

18 APRIL 2005

IMAGE OF THE DAY

A woman in London kisses a statue of John Lennon, as the former Beatle's features, used to create a film that depicts Lennon.



Relativity being not for most of us, we elevate its author to a position surmounting between Edison, who gave us a tangible golem, and God, who gives us the difficult task and the hope of penetrating it.

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Einstein ago-go

An engaging, award-winning, exhibition that proves the relevance of contemporary physics to teenagers opens on Saturday. The Science Museum's **Move Over Einstein: The Next Generation is Here!** is targeted at 11- to 14-year-olds and uses hands-on exhibits to explain projects being worked on by scientists at the 1921 Nobel Laureate, Albert Einstein. Projects include a superhero that can give early warning of AIDS, fly robots that can track in the

testes to carry a drug to a specific site in the body, and the 'wobbly stars' that might lead to the discovery of alien life.
See Museums, page 44

2005

Einstein Year: launch



The Daily Telegraph



As Einstein looks on, watchman Ben Wilburn performs the 'Einstein Flip' at the Science Museum in London

BMX stunt gives Einstein Year a flying start

By Bruce Henderson
Science Editor

A HEAD-BUZZING bicycle stunt – a collaboration between a physicist and one of Britain's top riders – was performed for the first time yesterday to mark the launch of Einstein's Year.

The flip was commissioned by the Institute of Physics (IOP) as part of the UK's contribution to the International Year of Physics, launched Einstein's Year to mark the 100th anniversary of Albert Einstein's seminal insights, when he revealed the understanding of the universe with three papers, and the 50th anniversary of his death in 1955.

The "Einstein Flip" was performed after an invigorating opening ceremony in the Science Museum, in which the president of the institution, the late Jacobite, was introduced as the "main man of the IOP crew" by a rapper, "DJ Vader", and a launch of the utterly representative, Einstein memorial album.

The stunt "pushes the boundaries of what it is humanly possible to do on a bike", said Helen Cressell, a Cambridge University physicist, who collaborated with BMX rider Ben Wilburn to create the manoeuvre to show young people the physics in everyday life.

Wilburn, 25, launched himself off a 40 ramp and rotated 200 degrees while holding his bike under perfect form in a move known to BMX devotees as a "wheelie".

Ms Cressell said: "It is of the beauty of what is possible. I did the maths and found that it could work, having said that, I wouldn't want to try myself – because mark 1



Albert Einstein in 1921

will see calculations. It takes a lot of guts."

The manoeuvre demonstrates Newton's laws of motion and, if anything, should be the Newton Flip.

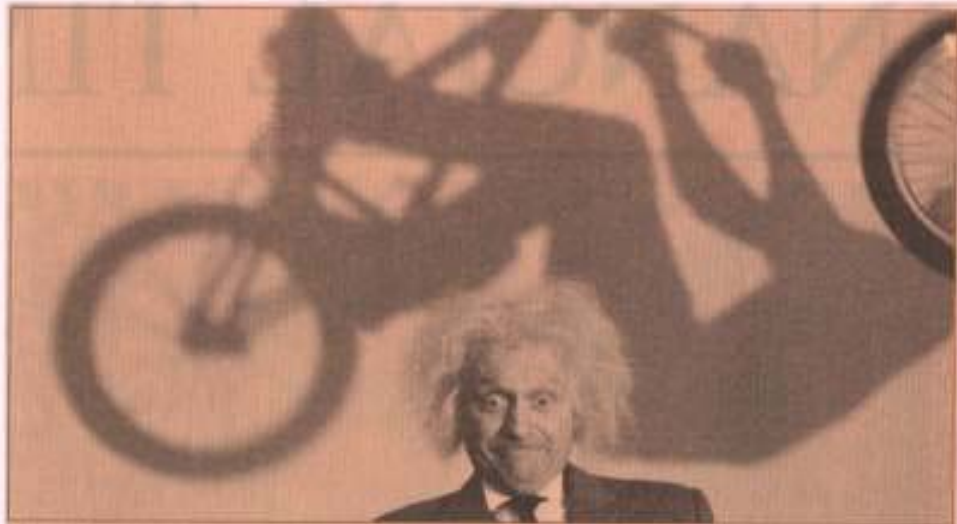
The Institute of Physics said the inspiration for his 1905 theory of special relativity came to Einstein while riding his bicycle. But the ex-head of the Cavendish Physics Forum, Uleåx, Sweden, said: "Somebody like someone was inspired by the photo of Einstein kneeling in Santa Barbara and drawing this one up."

The Institute of Physics was allowed to call its celebration Einstein's Year, after a struggle with the Royal Institution Agency in Los Angeles, which protects and promotes the Einstein genome and has trademarked his name.

Details of events are on www.einsteinyear.org.

Editorial Comment: Page 23

FINANCIAL TIMES



Relatively simple: an exhibition to launch a century of Einstein's work was launched with the aid of a BMX stunt rider at the Science Museum in London yesterday. — National Picture



WEST END FINAL

Evening Standard

LONDON, WEDNESDAY 5 JANUARY 2005

www.eveningstandard.co.uk

Incorporating THE EVENING NEWS 40p

SCIENCE MUSEUM LAUNCHES BRITISH CONTRIBUTION TO YEAR OF PHYSICS

Relatively interesting Einstein

THIS is the physics Britain's top physicist says will attract attention and success.

Although the world of an earlier issue took their branding (2) will the Year of Physics in an annual job advert reports page it will help children see the practical uses of physics.

The year, which physicists regularly read any opportunity, was announced at London's Year of Physics launch at the Science Museum.

The strategy he backs the world's top was outlined by a leading Cambridge physicist using language comparable to his own. Unlike the 1990s, it involves politicians, says the physicist, and will be a high profile.

BY MARK PRIGG

Science Correspondent

It is a big day for him. In the air, he is surrounded by people who are looking at him with interest. He is about to be named as the British physicist of the year.

The award was presented by Cambridge University physicist David Castor, who admits even though it is not prestigious.

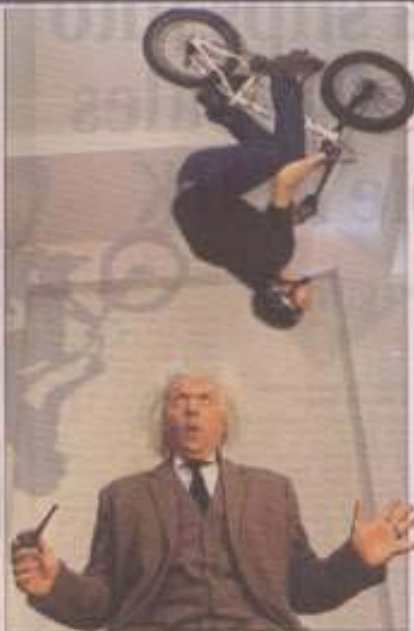
"When I first started to work out the details of this year, I assumed it was physics. But I did the maths - calculating the probability of success - and it was clear that it was not physics. It was about the year of physics."

So what — and how did you, it could be said, have said that I wouldn't win by the way? Because you're not my colleague.

Einstein Year is the UK's contribution to the international Year of Physics '05.

York's largest centre for the history of science, the Science Museum, organised a 10-year 400 million research project for the East End, one of London's best preserved areas, was due for a £400m overhaul, which began in 2002.

David Castor, the museum's head, said the programme would also be used to create a new museum extension. The project will create a new centre and redevelop the building.



Back cycling: a host of physics at Einstein Year is launched at the Science Museum



Word expert Steve Waller says the stunt was an Einstein tribute

A relatively silly way to honour Albert Einstein

THE birthday of Albert Einstein was celebrated yesterday – with a B&M stunt. The trick, called The Einstein Flip, involved international stunt rider Steve Wallace launching off a 1.8m (6ft) ramp, spinning back 180° while holding his bike under himself. The stunt, designed by stunts physicist Robin Cavendish, draws on various physics theories, including the conservation of angular momentum and Newton's laws of motion. It was performed at the Technion Museum in London to kick-start the Einstein Year. Over the next

BY GEORGINA LITTLEJOHN
 12 months, the museum will host activities to celebrate the scientist, himself a keen cyclist, 100 years after he published landmark papers on special relativity, the photoelectric effect and Brownian motion which helped launch modern physics. "Einstein Year is about challenging people's perceptions of physics," said project manager Cathie Wilson. "The innovative bike stunt is a perfect way to illustrate how fun and relevant physics can be," she added.

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Einstein Year: pre-promotion

The Guardian

A DJ's extension to Einstein's theory brings relativity home

John Ezard

All that the life stories of the rap DJ John Vader and the physicist Albert Einstein had in common – until yesterday – was that they both tasted trouble in school.

Einstein's teachers dismissed him as "too stupid to learn". Vader was suspended

15 times, and expelled once. Einstein went on to discover relativity. Vader to teach teenagers with behavioural problems in east London.

Now the Institute of Physics has linked the two men, born 100 years apart, in its plans to mark next year's centenary of the relativity theory.

It has picked Vader's song

Einstein (Not Enough Time) as the spearhead of its campaign to get the physicist's importance across to pupils.

Vader wrote the song last month, first by a quote by Einstein on a record shop greeting card.

It read: "When a man sits with a pretty girl for an hour, it seems like a minute."

"But let him sit on a hot stove for a minute – and it's longer than any hour. That's relativity."

Vader's lyric transformed this into:

If only me and my girl could travel at the speed of light

Everything in this world between me and her will be alright

We could travel to another dimension, special relativity and tensions with infinite extensions

– *Listen to the Vader, Star, passing through the Wary, Fisher 9*

Delivering the message out there from the legend Einstein...

Caitlin Watson, of the insti-

tute, who found the track on the internet, said: "We want kids to realise that physics is all around us."

"When they do tricks on skateboards or bikes, it's physics at work. DJ Vader's track is brilliant – really fresh and different."

She added: "Next year is Einstein's 100th, so I was looking

on the web for songs that have been written about him, to help make the topic more accessible."

The song will be used in a computer game and sent to schools on CD.

Vader, 22, said: "I didn't really pick up on this at school. But stuff like light speed and time travelling are pretty cool."

He added: "If my music helps get kids interested in learning, then that makes me happy."

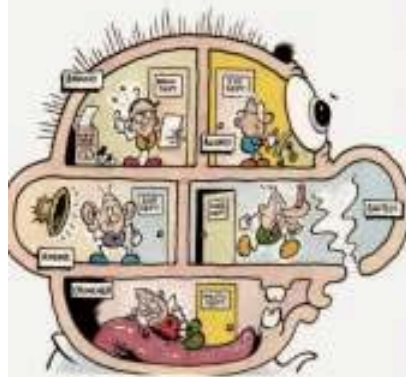
Einstein's theory of relativity is one of the best known, though perhaps not one of the best understood, equations in the world: $E=mc^2$.

www.vadercrew.co.uk



Science Museum

Grossology



The GROSSOLOGY



GROSSOLOGY

The (Impolite) Science of the Human Body, split, ooze and burps into it's at The Science Museum.

BURP, FRAAP AND PUKE YOUR WAY TO KNOWLEDGE FROM MAY 11th TO SEPTEMBER 6th AT THE SCIENCE MUSEUM, SOUTH KENNINGTON, LONDON.

www.grossology.org

THE TIMES
11th May 2002

BREAKING NEW WIND

Burp, snot and sniff your way through the biology class

Forget about Spider-Man. Don't waste your money on theme parks. There is a better ticket in town for children than giggling while their parents pretend not to notice the behaviour of the chimpanzees. The Science Museum today opens *Grossology*, an exhibition of the rude functions and smells of the body that children find hysterically funny.

This week's issue of *News* recognises the attraction for schoolboys of the act that dare not speak its name in polite society. It sends its regular stars, the *Namaskals*, to the exhibition of the (impolite) science of the human body, as it splats, oozes and belches through giant models of the human digestive and excretory systems. And they express delight with the louder-than-lie burps and pukes, the earwax and sweaty feet. But even the fearless *Namaskals* avoid the common four-letter word for nature's trumpet. In this they agree with *The Oxford English Dictionary*, which attaches a linguistic warning "not in decent use" to the word.

And this is odd, for it is a fine Old English word. Everybody does it. Even Queen Victoria did it. The climax of *The Miller's Tale* by Chaucer comes with the act and the word. The other four-letter words occur. But when Nicholas, the student, lets fly the truly unmentionable "as loud as if it were a thunder-clap", it is a literary soap de foudre.

Lely's Restoration beauties domesticated

lapdogs. They were "fisty", which etymologically means performing the rude act. So they acted as scapegoats for their mistresses. The raphemisms are unsatisfactory. Breaking wind is *perdemus*. Gas and wind are windy. *Crepitation* is medical for the Latin *crepita ventris*. The word has been adapted by our society to mean a contemptible person. Hence with more truth than tact Wilf Carling described the committee of the Rugby Football Union as old crepitations. And Marty Feldman said at the judge as he left the witness box: "I don't think he even knew I was here, the boring old gasbag."

High society jacked the *Mosby Rouge* at the turn of the last century to ban Joseph Pujol, le *pirouette*, the wandbreaker. He played the *Marsellaise*, blew smoke rings through the uncorrosional orifice, imitated cannon fire and fountains, and considered himself an artist and a musician of indigestion. The self-polling moral majority of the day were scandalised. But the pleasure drive Sarah Bernhardt from top billing.

From Chaucer to whoopee cushions, the gastric motility act has been considered funny as well as embarrassing. The Science Museum is to be congratulated on boldly going where no sane biology master has gone before. No human act is alien to the human schoolboy. But he will snigger. That is why he is a little lower than the angels.

TODAY AND EVERY WEEKDAY

THE SUN **10p**

www.thesun.co.uk

10p

Tuesday, August 27, 2002

mission²¹

THE SUN, Tuesday, August 27, 2002 3



Homer...are burper

1 in 3 are as gross as Homer

By WILL BARKER

BEUTIES are as bad as TV's Homer Simpson when it comes to gross personal habits, it was revealed yesterday.

A third of people questioned in a survey admitted they openly belched and passed wind in public - just like Bart's dad in the cartoon series.

More than a third said they picked their noses at least five times a day.

The survey was conducted for an exhibition called 'Grossology: The Ugly Side of the Human Body' at the Natural History Museum in London.

Underwear

A spokeswoman said: "We are all pretty gross. But we should never be embarrassed about our bodies. Everybody is exactly the same."

People in Northern Ireland topped the non-picking league, with 49 per cent saying they did it several times a day.

An astonishing 53 per cent of the Welsh admitted sneakily blowing other people when they passed wind.

Half of Essex men said they burped and passed wind in public.

And just **THREE PER CENT** of Kent men change their underwear daily. "That was the most surprising result," the spokeswoman said.

Among women, 41 per cent of Dorset girls burp and blow off in public.

Star Trek exhibition

THE INDEPENDENT
25th August 2000



A crop pattern near Avebury, Wiltshire, points to London, where 'Star 2000 Productions Incision' appears at the London Marathon next month. 75

Beam us to the exhibition



Crop marks from a field in Wiltshire for the exhibition

By Peter Leggett

The signs were all a neat Old-Testament style, but have found an unexpected way to reach its core visitors – at least, the agricultural ones.

The crop marks were all a neat Old-Testament style, but have found an unexpected way to reach its core visitors – at least, the agricultural ones.

The Science Museum is looking for a way to reach its core visitors – at least, the agricultural ones. The crop marks were all a neat Old-Testament style, but have found an unexpected way to reach its core visitors – at least, the agricultural ones.

Ploughing, sowing, planting, the great British agricultural cycle of life. It's a cycle that has been going on for centuries, and it's one that the Science Museum is looking for a way to reach its core visitors – at least, the agricultural ones.

A corny jest to catch the eye of passing aliens

The Science Museum is looking for a way to reach its core visitors – at least, the agricultural ones. The crop marks were all a neat Old-Testament style, but have found an unexpected way to reach its core visitors – at least, the agricultural ones.

mission²¹

EVENING POST,
READING
25th August 2000

Kirk has come a cropper



1000 100,000 sq ft crop marks near Newington, Wiltshire, guide the eye in London for the opening of

the Star from 'The Science Museum exhibition on September 19 at the Science Museum.

THE WESTERN MAIL
25th August 2000



POURING THE WIT: A 100,000 sq ft crop marks near Newington, Wiltshire, guide the eye in London for the opening of the Star from 'The Science Museum exhibition on September 19 at the Science Museum in London.

THE NORTHERN ECHO
25th August 2000

Harvesting the publicity



100,000 sq ft crop marks near Newington, Wiltshire, guide the eye in London for the opening of the Star from 'The Science Museum exhibition on September 19 at the Science Museum in London.

100,000 sq ft crop marks near Newington, Wiltshire, guide the eye in London for the opening of the Star from 'The Science Museum exhibition on September 19 at the Science Museum in London.

THURSDAY, AUGUST 24, 2000 www.weststar.co.uk 30p

100,000 sq ft crop marks near Newington, Wiltshire, guide the eye in London for the opening of the Star from 'The Science Museum exhibition on September 19 at the Science Museum in London.

in summary

- mainstream media can help you reach a wide audience...
- ...but you need to make it easy for them
- it's ok to have fun!

thank you

www.mission-21.com