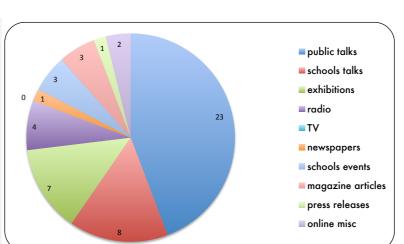


We had our first ever TED talk, given by Professor Sathyaprakash. We also welcomed new physics staff to the School, these got straight into a range of public engagement activities including Science Cafe (above).

Right: the types of outreach events carried out by the School during 2012. The number of exhibitions and schools talks is rising as TV and radio activities are decreasing.



In 2012 we reached 485,492 people through popular talks, newspaper articles, TV, magazine articles, radio, exhibitions and schools talks.

We start to see less TV and radio interviews now that we're in Herschel's final year, though we expect to see Planck contributing more in the news from 2013 onwards. Though the number of people reached is less in 2012 compared to 2009-2011, the impact and breadth of our activities is likely higher since the School is concentrating on smaller, engagement-style events.

TEDX Cardiff x=independently organized TED event

what we did:

2170

members of the general public listened to our popular talks

210,000

read about our research in popular science magazines

5

talks given in bars

403,600

people in Wales spoken to or written for

1,440

inspired school children

200

teachers trained

1

heated argument on dark