



ILC Communications for the Year of the Boar

Elizabeth Clements
GDE/ECFA Meeting
Valencia

The Year of the Boar

According to the Chinese Zodiac, 2007 is the year of the boar:



“Whatever their ambition, they do what they must with all the strength they have, for their strength is an inner strength that no one can overcome.”



(Left to Right) Youhei Morita, Barbara Warmbein, Elizabeth Clements and Perrine Royole-Degieux



Strategic Communications Plan

- Defined a strategic communications plan for the ILC at VLCW06
- Jointly written (literally) by the four communicators



“Strengthen the ILC collaboration as an international endeavour by speaking in one voice and uniting the scientific community.”

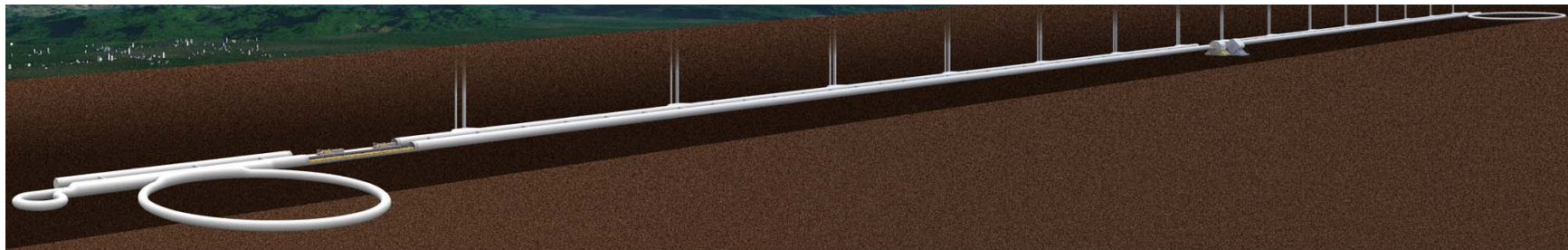


ILC Brochure

- Our first task: complete the ILC brochure
- Close to a year ago, we started to develop a general-purpose brochure for explaining the science and technology behind the ILC
- Twenty versions and seven months later, we presented a mock-up and gathered feedback at VLCW06

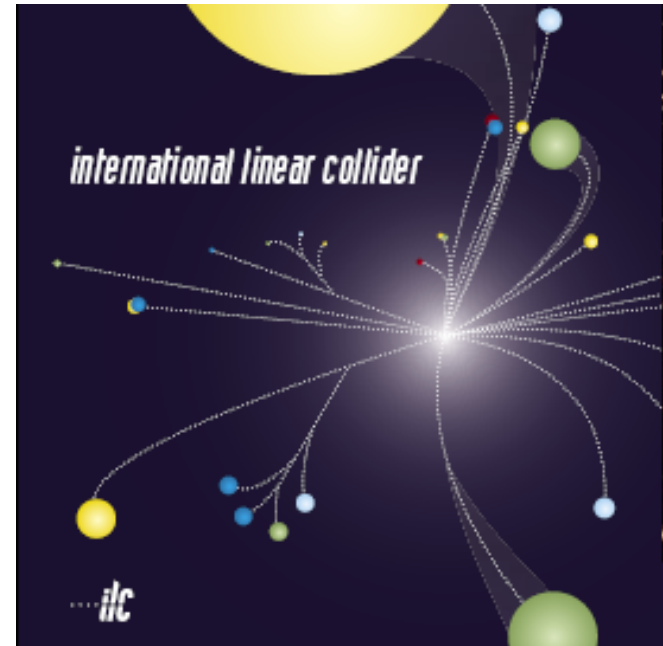


- BUT THEN, we heard rumours about possible major changes to the baseline design of the machine.
- With the main spread of the brochure designed around a detailed illustration of the machine, we faced a major hurdle.
- Our decision: simplify and move forward!



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- Printed 5,000 brochures and 5,000 ILC folders
- Distribution to labs and funding agencies will begin after Valencia
- Want brochures for your institution?
Email communicators@linearcollider.org



ILC Design Report



- Translate the RDR and DCR into an exciting and enticing story for governments, funding agencies and policy-makers
- Lead with science!
- First Step: Appoint a board with chair, ILC communicators and representation from all regions and detector/machine communities
- Solicit feedback from our “customers” and produce a glossy report (25 pages?)
- Publish report in February 2007, coordinated with the preparation and release of the RDR and DCR
- Produce exhibit and report web site too



Report Committee

Jon Bagger, JHU

Ties Behnke, DESY

Phil Burrows, Oxford (Chair)

Jinhyuck Choi, PAL

Jean-Pierre Delahaye, CERN

Chris Damerell, RAL

David Harris, symmetry

Rolf Heuer, DESY

Joanne Hewett, SLAC

Gao Jie, IHEP

Young-Kee Kim, FNAL

Joe Lykken, FNAL

Hitoshi Murayama, LBNL

Won Namkung, PAL

Nobu Toge, KEK

Nick Walker, DESY

John Womersley, RAL

First Committee Meeting



- Discussed goals, key messages and audiences
- Divided into sub-groups to write chapters
- Deadlines: Rough draft by 13 December, Final First draft by 10 January, First draft by 4 February
- Have “designed” pdf ready for Beijing workshop
- Release final printed version by LCWS07

- The costing announcement will attract a lot of attention from the media and the larger scientific community
- The numbers will most likely be confusing and not easy to understand
- Very different from the ITRP announcement – not as simple as choosing between warm or cold

Must develop a well thought out press strategy!





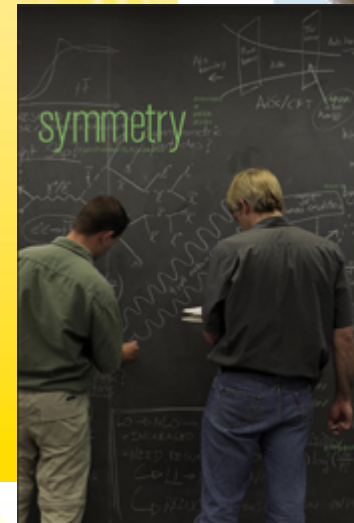
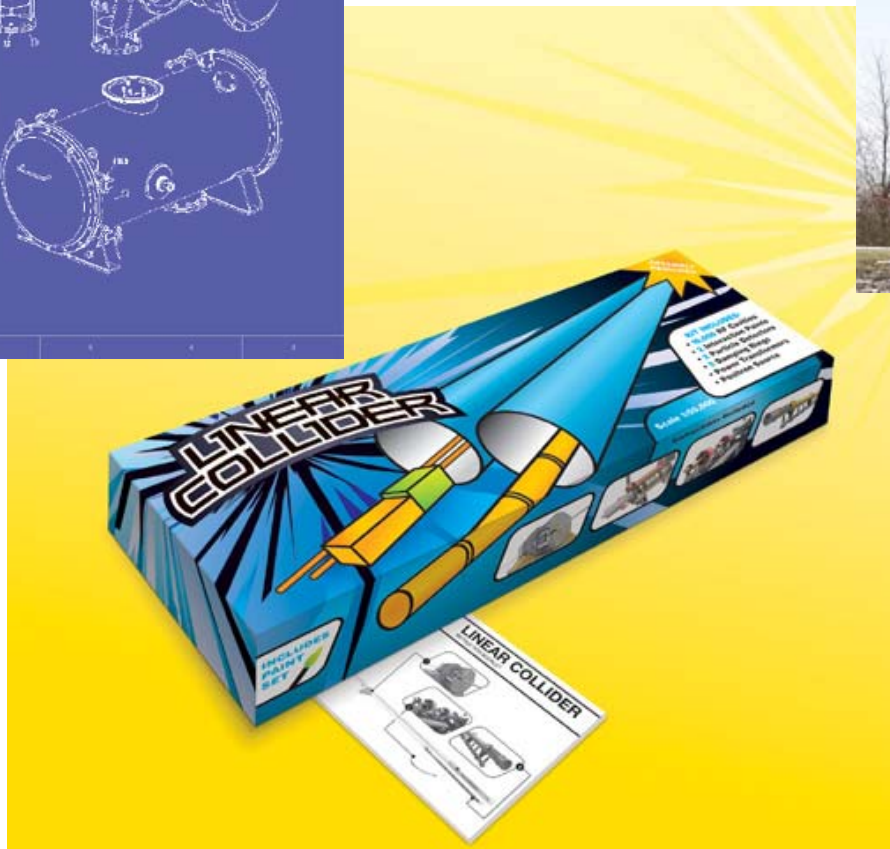
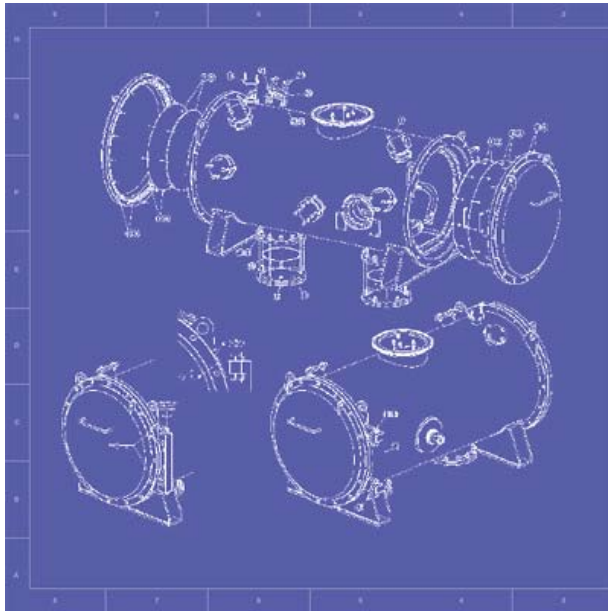
Press Strategy

- Propose to issue a press release and hold a press conference during the Beijing meeting
- Web cast, audio feed, video streaming?
- Have press packets ready that will include an “ILC Costing for Dummies” fact sheet
- Make GDE and laboratory directors available to the press (a bit tricky because of time zones)





symmetry magazine





InterAction Collaboration

- ILC Communicators are official members
- Attended recent meeting at DESY
- Hosted a meeting dedicated to ILC communications at KEK in May
- An extremely valuable resource for the ILC communicators



- Published 63 issues as of yesterday
- As of 8 November, we have 1,608 subscribers
- Rotate editorial duties on a weekly basis
- Japanese version published weekly:
<http://ilchighlights.typepad.com/japan/>

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 9 November 2006

Around the World

Thinking Small to Make the Big Things Work: MDI

CMS might provide valuable lessons for future ILC detectors.

The ILC detectors come with many question marks attached. What will they look like? Will they be permanently installed or rolled into the beam with a system that lets one take data while the other enjoys a maintenance makeover (called "push-pull")? Despite all these questions, a group of experts on machine-detector interface, the MDI panel, is already thinking about cavern size, heavy-load cranes and cable leads in the return yokes. With the detectors for the LHC nearing completion, the MDI panel visited CERN in October to find out about the dos and don'ts of detector

Feature Story

Vertical Test Stand Under Construction at Fermilab

A schematic engineering drawing of the vertical test stand that is now under construction at Fermilab.

Fermilab has a new hole in the ground – a 7 metre deep hole to be precise. While a very large rabbit on site might find that it makes for a cosy home, this hole located in Fermilab's Industrial Building is the start of construction for the lab's first Vertical Test Stand for qualifying superconducting cavities for the

Director's Corner

GDE and WWS meet at Valencia

Today's issue features a Director's Corner from Brian Foster from the University of Oxford.

The welcome cocktail took place in the La Nau de la Universitat.

On Tuesday a momentous meeting for the future of the ILC began in Valencia. Under cloudy skies and occasional rain, the ILC family has gathered for one of its tri-annual joint meetings, reviewing progress and the status following the Vancouver meeting last July. The beautiful surroundings and amazing architecture of the medieval old centre of Valencia are an inspiring environment in which the almost 400

- Conducted a survey in the spring and received positive results and useful feedback
- 93% of the respondents either read ILC NewsLine every week or every other week
- Director's Corner is the most read section of ILC NewsLine

We need your help! Send your suggestions or story ideas to communicators@linearcollider.org

Director's Corner

Worldwide Peer Reviews for ILC Detector R&D

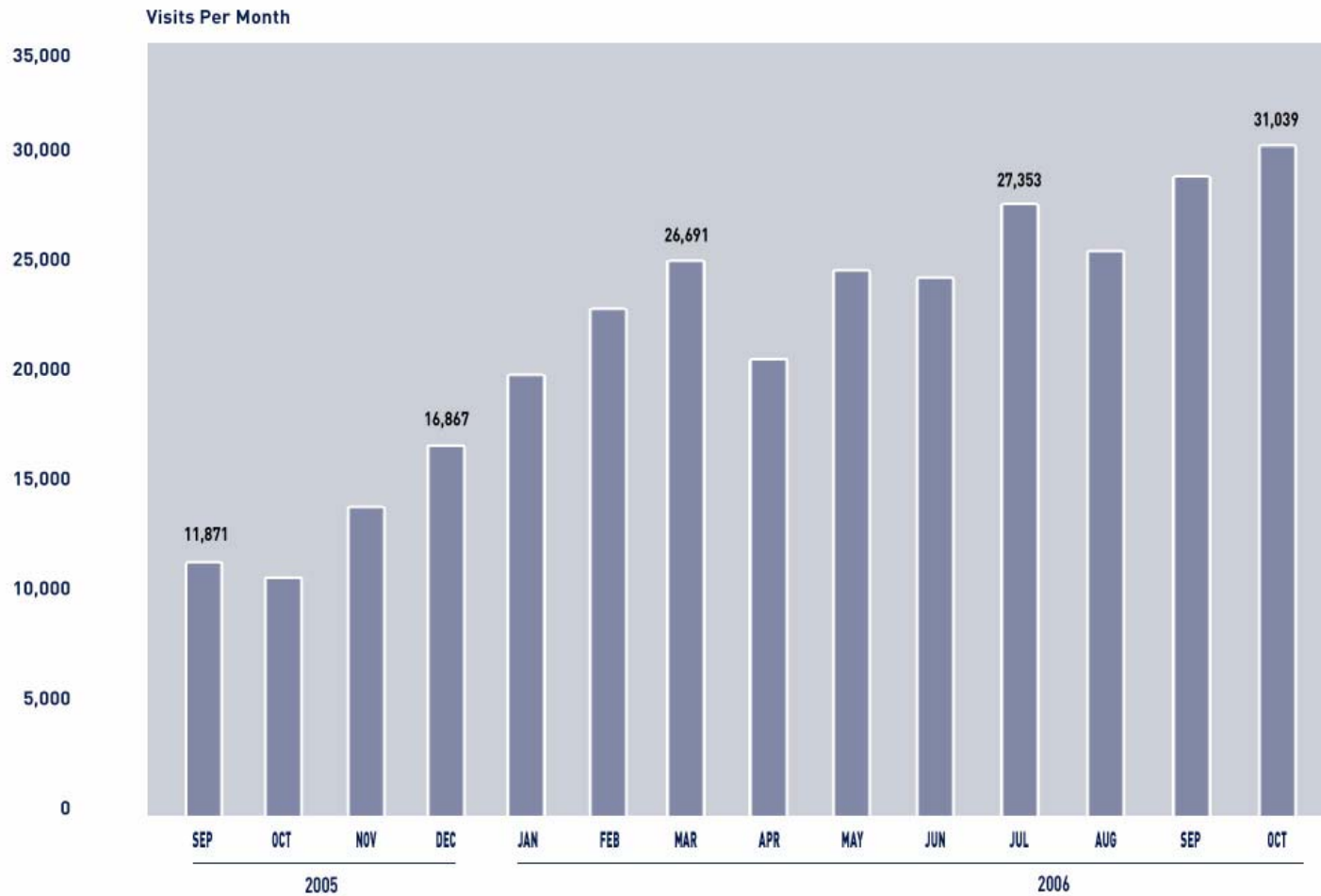
Reaching the science goals for the ILC will require that both the collider performance and the capabilities of the detectors be consistent with the parameters set out by the ILCSC parameters group. For the ILC detectors, this will require improvements in both spatial and energy resolution. Around the world, experimentalists are pursuing an impressive and ambitious R&D programme that targets these goals, with some overall coordination provided through the [Worldwide Study](#) (WWS). The WWS sponsors an annual Linear Collider Workshop (LCWS) that is organized jointly with one of our triennial GDF meetings.



Francois Richard, WWS co-chair, and Chris Damerell, chair of the ILC Detector R&D Panel.



ILC Web Site



- New ILC one-pager available
- Additions to the ILC Image Bank
- Updated ILC glossary
- Created “Ask an Expert” section
- Up to date ILC news on homepage

Still to come:

- More content about the ILC!
- More ILC graphics!
- Content generated for ILC brochure and ILC design report will help





Communications Power!

And we don't just
mean power strips....





The Fab Four

