Strategic Communication for an International Linear Collider

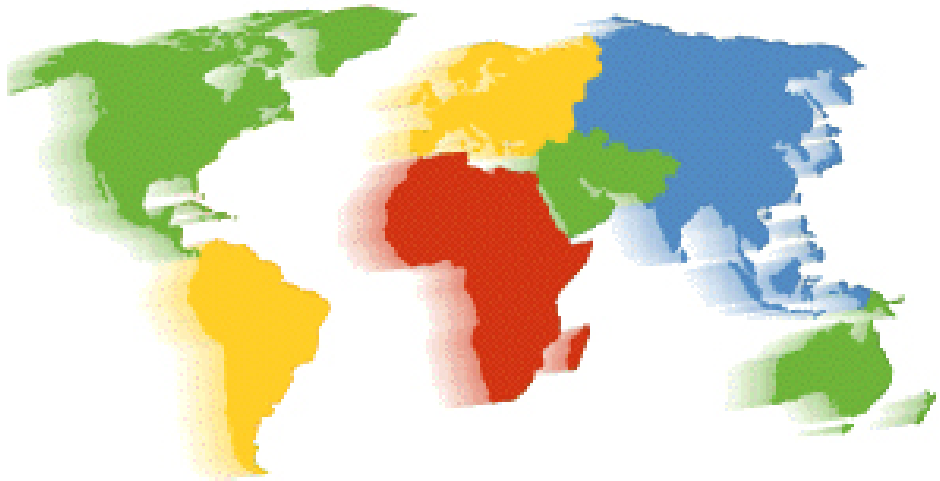
ILC-America

JLab / 30 September 2004

Neil Calder, Judith Jackson, Linda Ware

A new kind of “project”

- Global from the start
- Many national and international players and partners



- Requires a new model of communication—from the start!

ILC: Many audiences

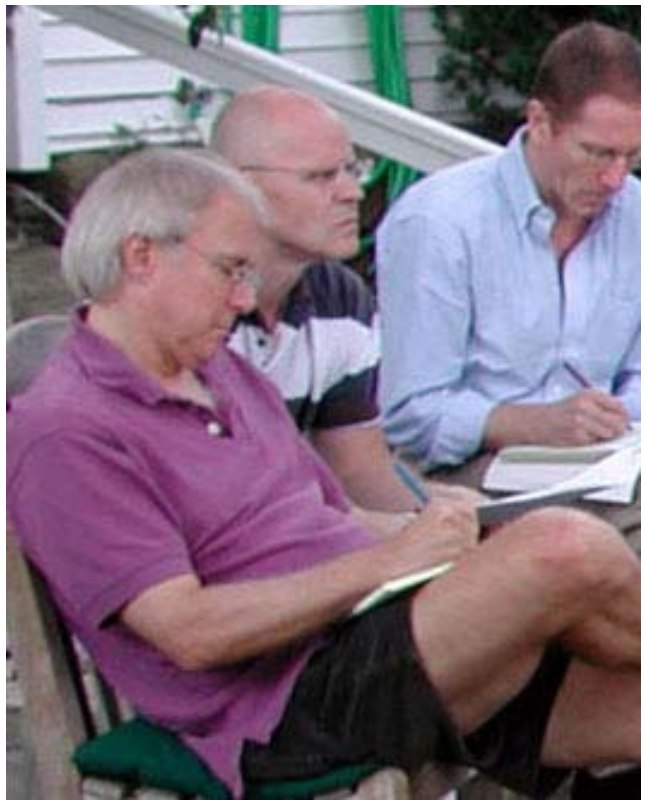
- Ourselves
- Our own laboratories back home
- ILC-America
- US (and “American”) labs and universities
- MANY international partners
- US and foreign funding agencies
- Other fields of science
- Policy makers and opinion leaders
- HEPAP, NSAC, ICFA, ILCSC, USLCSG, APS, DPF, DPB….
- Media
- Industry
- Public
- Students and teachers
- More…..

Opportunities

- ITRP decision
- Working global collaboration
- Excitement about particle physics
- A new, collaborative way of communicating in particle physics

INTERACTIONS

Great time for particle physics!



Dennis Overbye,
Deputy Science Editor, The New York Times

"Physicists think they have a pretty good story to tell these days about the Big Bang, black holes, dark energy, extra dimensions and multiple universes. In the 30 years I have been covering this stuff, it has never been wilder."

The New York Times, 27.07.04

Communication Challenges

- What's it for?
- What's the rush?
- How much?
- When?
- Ghost of the SSC?
- What about public participation?
- International agreements (ITER)
- New ways of working together

Questions

- Common logo?
- Need a newsletter? Electronic?
- ILC-America Web site?
- World Year of Physics?
- Travel

Internationally

- Communication going well
- InterAction Collaboration
- ILC Communication Group
- ILC Communication Web site
- True collaborative communication

InterAction Collaboration

Paris, February 2004

Current InterAction members

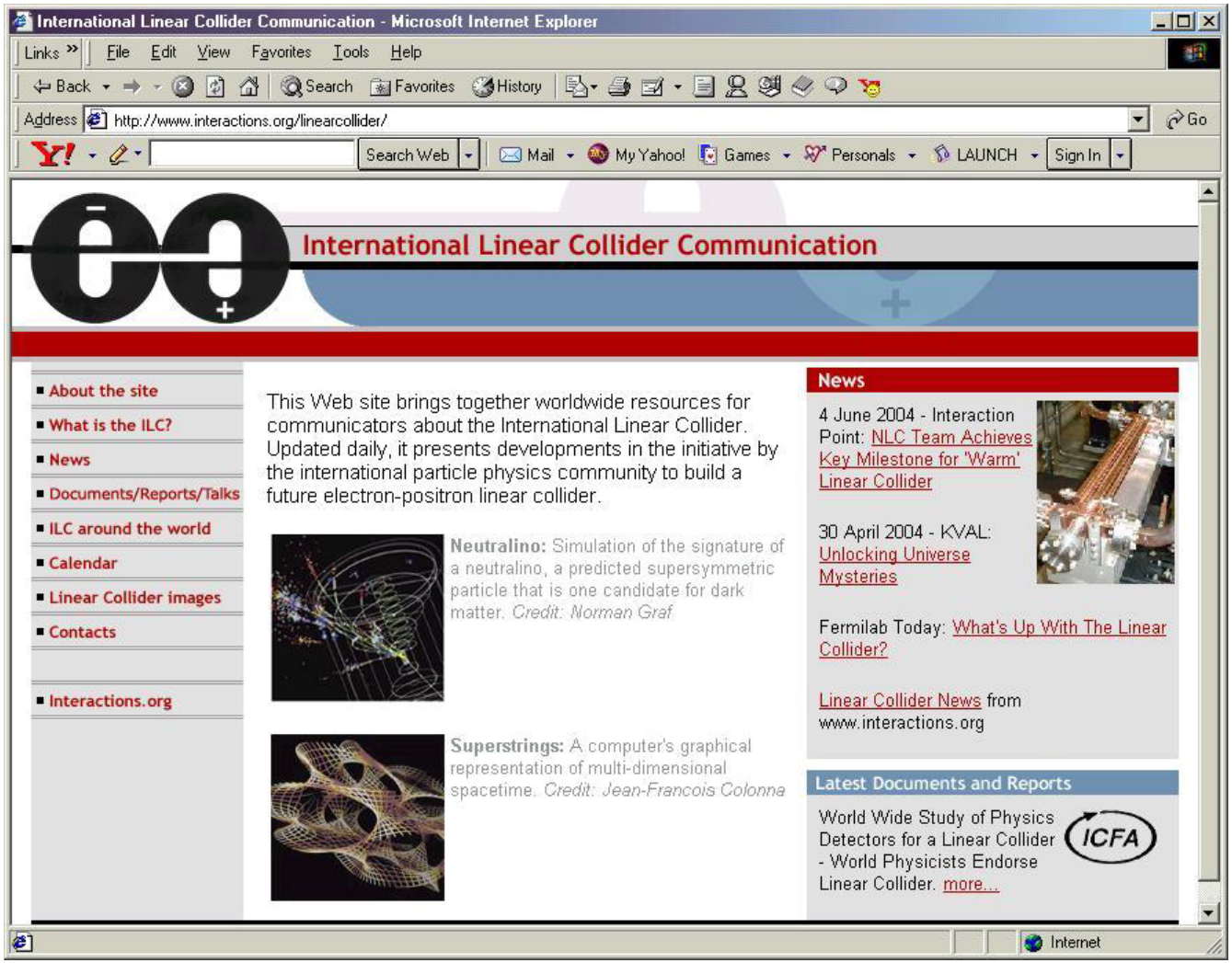
- Argonne
- Brookhaven
- Berkeley Lab
- CCLRC Rutherford Appleton
- CERN
- Cornell
- DESY
- Dubna
- Frascati (INFN)
- Fermilab
- Gran Sasso (INFN)
- IHEP Beijing
- INFN
- IN2P3 / Orsay
- KEK
- NIKHEF
- Saclay/ DAPNIA
- PPARC
- SLAC
- Thomas Jefferson
- TRIUMF

All particle physics labs are invited to join.

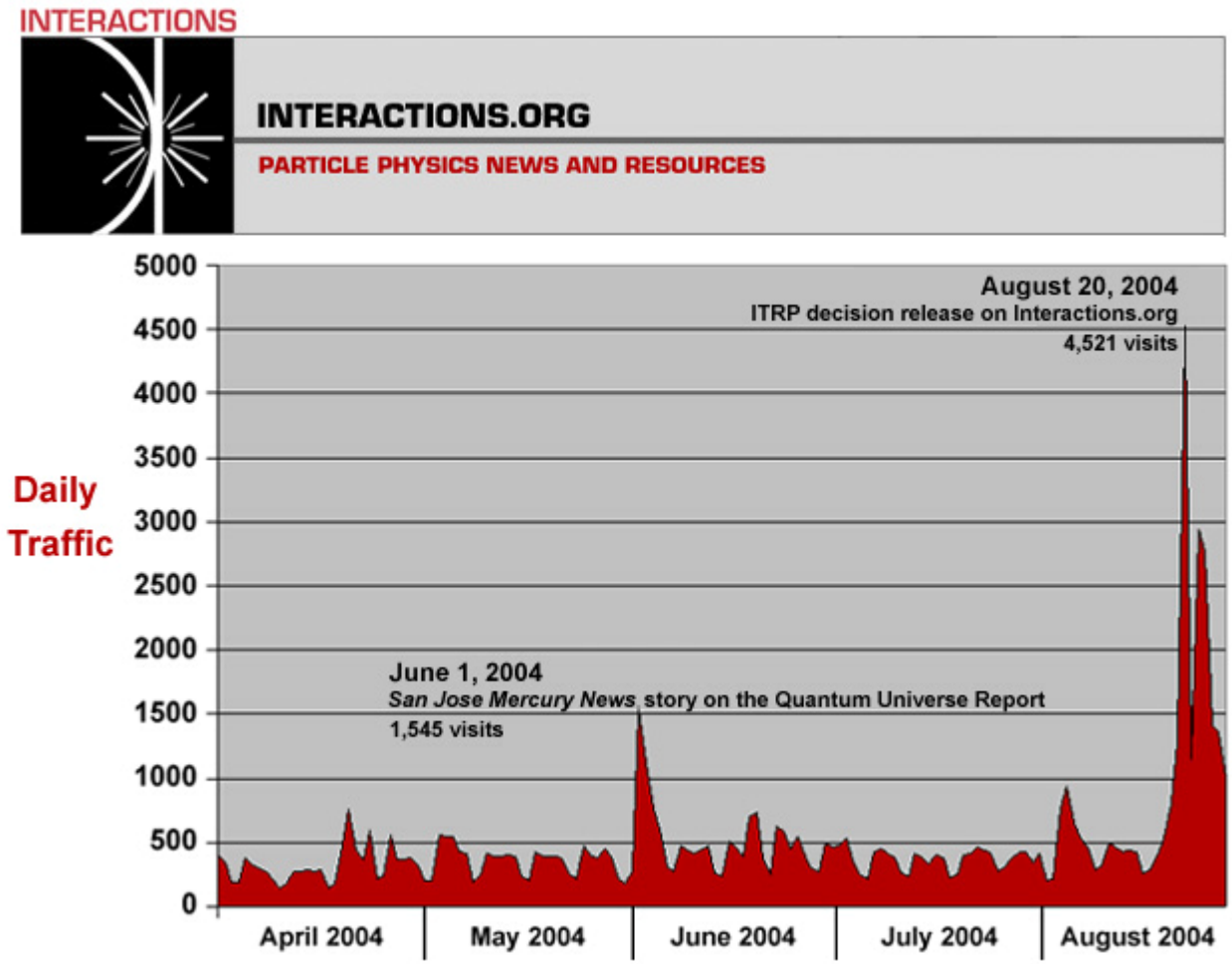
ILC Communication Group

- Asia
  - Youhei Morita, KEK
  - Sachio Komamiya, UTokyo
- Europe
  - Francois le Diberder, IN2P3
  - Petra Folkerts, DESY
  - Michael Kobel, Bonn
  - Phil Burrows, QM University
  - James Gillies, CERN
  - Giorgio Chiarelli, INFN, Pisa
- US
  - John Bagger, JHU
  - Neil Calder, SLAC
  - Judy Jackson, Fermilab
  - Jim Siegrist, LBNL
  - Harry Weerts, MSU

International Linear Collider Communication



Website works



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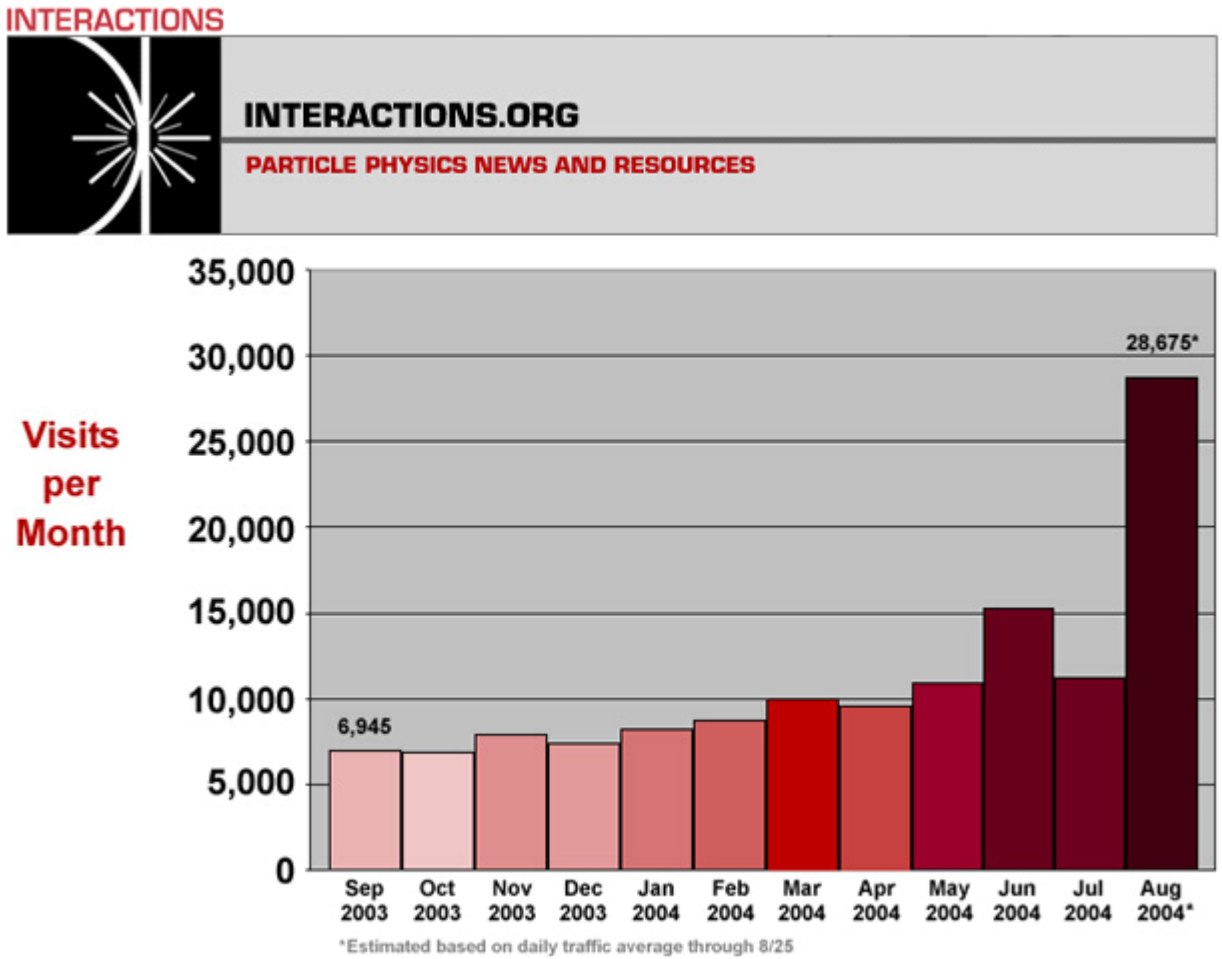

Need: ILC-Americomm

- Dedicated communication for ILC-America
- Communication directors from involved American labs, plus university reps.
- Close liaison with ILC-America, int'l ILC communicators, DOE, USLCSG, ILCSC, ICFA, APS…..
- Get going now—but coordinate with GDE later

Starting now.

- JLab

U. S. Department of Energy's

Jefferson Lab

THOMAS JEFFERSON NATIONAL ACCELERATOR FACILITY

- On to SLAC and KEK!

SLAC

STANFORD LINEAR ACCELERATOR CENTER