

ILC Communication in Asia

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ILC Communicator(s) in Asia

- Situation of dedicated (1 FTE) communicator in Asia:
 - KEK DG asked for Asian leaders for possible contribution
 - Possibilities are now being studied at KEK
 - Candidates search vs preparing a post
 - KEK Public Relations Office wears a double hat for now...
- “Scientific Communication” is an emerging trend in Japan
 - ↑ Many people recognize the importance of the communication - a lot of dedicated scientific communication lectures in universities
 - ↓ Talented people are tend to diverted away into various carrier paths
- Must cover geographically diverted areas/countries
 - 0.5 FTE x several?
 - needs correspondents

ILC Communication in Japan

- Different approaches for different audiences
 - Funding agency, politicians, industrial sector, economy leaders, journalists, general public, ...
 - A subpanel under KEK DG
 - New 5 years plan by CSTP (Council for Science and Technology Policy)
 - “Ryo-Ken-Shitsu” in MEXT
 - “Kakenhi” under MEXT/JSPS
 - Discussions within JAHEP (Japan Association of High Energy Physicists)
 - Public seminars by Prof. Koshihara etc
 - Conventions of Academy-Industry-Government tie up
 - Events such as Expo, Technology Showcase
 - ILC communicators discussion list started



Communications in Multilanguage

- Need to appeal journalists and general public in their native tongue (English pages appeal only for small fractions of the society in each country)
- Proposal for our website:
 - Entry page in each concerned language for at least:
 - What is ILC? Who are working for?
 - What's happening with ILC? (“What's New” page)
 - Resources?
 - Need a translator from each country
 - At least a weekly updates necessary
- Weekly summary newsletter in each language
- Statistics for web access log / subscription /covered topics
- Feedback mechanism?
- Real time impact factor measurement? cf. “blogWatcher”

Challenges

- KEK
 - KEK's mandate vs long term planning
- Japan
 - Coherent mechanism of a unified message for different targets
 - Getting the funding agency involved in an official way
- Asia
 - need to designate “correspondents” in each country
 - face-to-face, get-to-know meetings for communicators