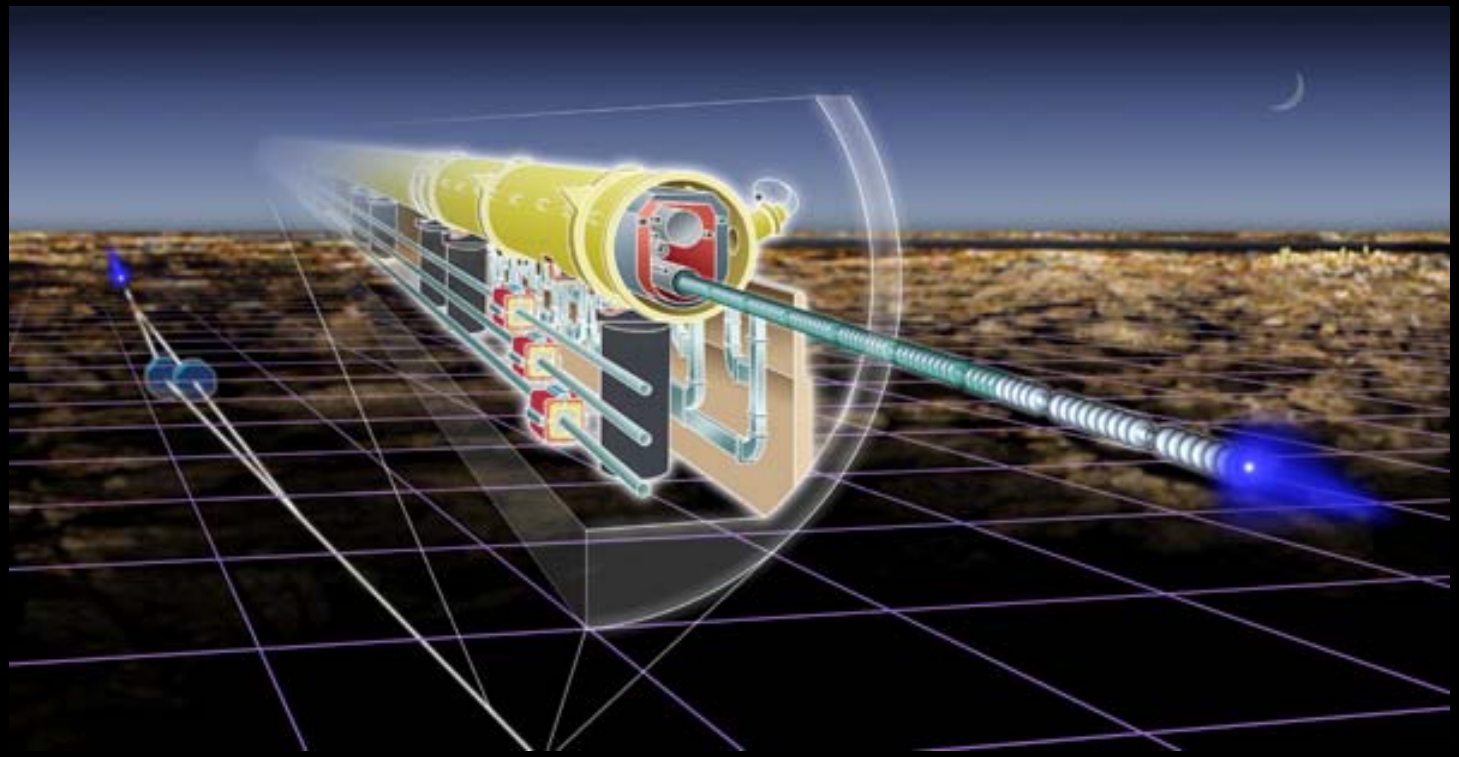
International Linear Collider Workshop / Snowmass

August 15, 2005

Judy Jackson for Working Group 6

Communication is key



To move from PowerPoint to interaction point, we must succeed at the greatest communication challenge our field has ever attempted.

ILC: Many audiences

- The global ILC community
- Regional HEP communities
- Universities and institutes
- Other fields of physics
- Other fields of science
- Industry

- Funding agencies & ministries
- Policy makers and opinion leaders
- ICFA, ECFA, ACFA, HEPAP, OECD, IUPAP, JPS, EPS, APS, DPF….
- Media
- Public
- Our neighbors
- Students and teachers
- More…

Science first!

On Michael Turner's door at NSF

New laws of nature?

Dark matter?

Dark energy?

Extra dimensions?

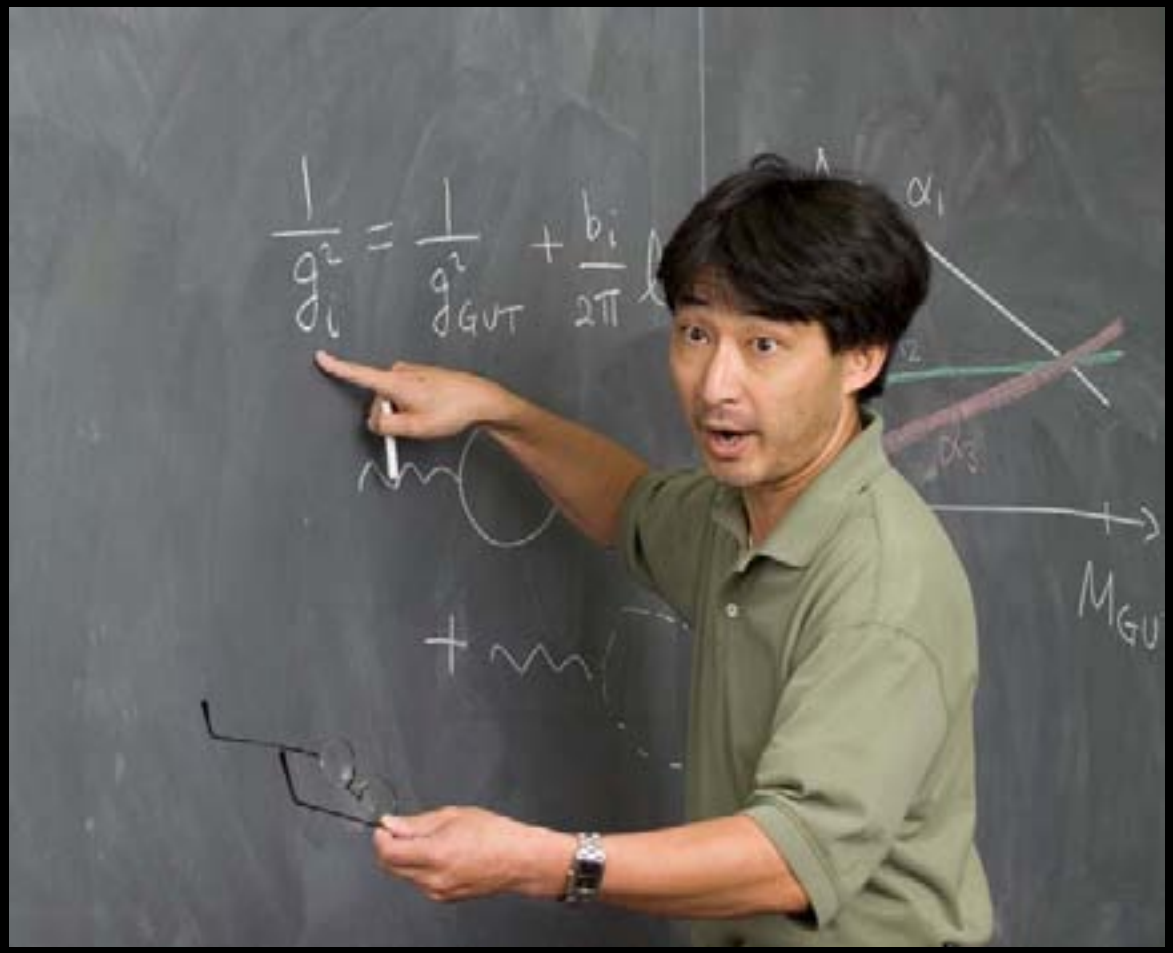
Do forces unify?

More…

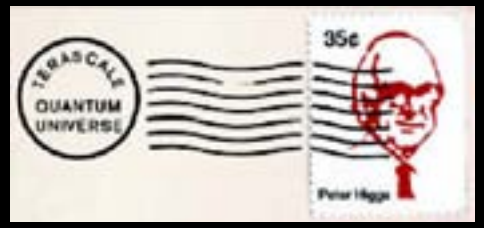
Jelly Bean Universe

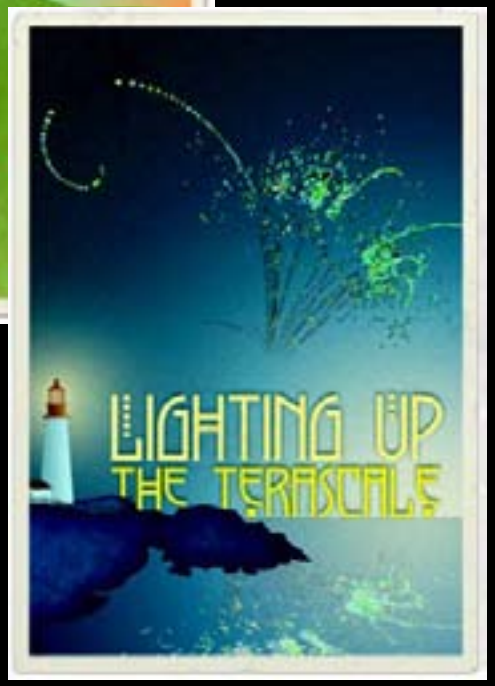
We have a great story to tell!

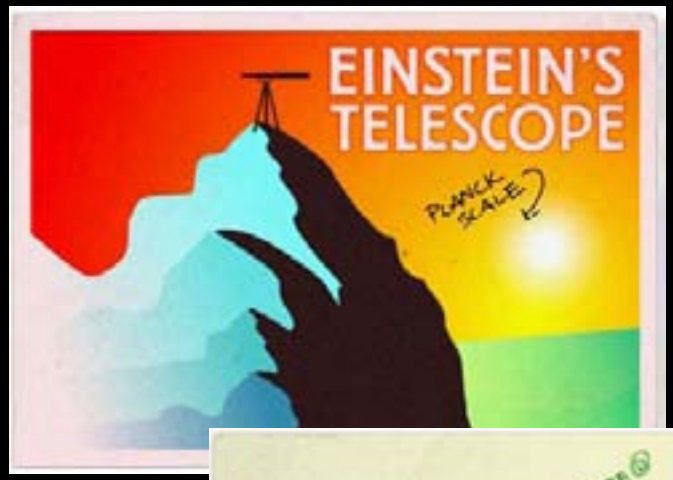
Revolution in particle physics!

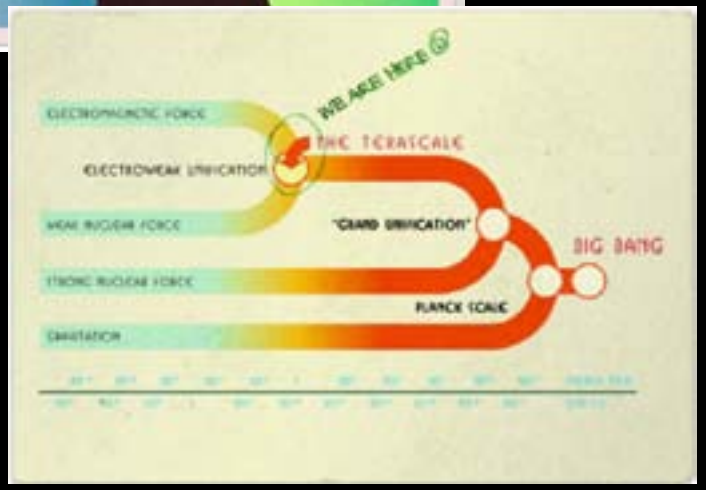


Cartoline della Terascala









Working Group Six

KEK Workshop November 2004

Who is Working Group 6?

- ECFA ILC Communication Committee
- USLCSC Communication Group
- Youhei Morita, KEK
- GDE communicators (America, Europe, Asia)
- InterAction Collaboration
- Consultants:
  - Mark Marin, Lewis-Burke Associates, Washington, D.C
  - Doug Sarno, The Perspectives Group
  - Kevin Munday, Xeno Media

InterAction Collaboration
Paris 2004

And interested participants!

WG6 Snowmass Goals

- Complete a global ILC strategic communication plan.
- Establish the policies and practices for a functioning global communication effort for the GDE.
- ✓ Launch GDE Web site
- Launch the weekly ILC News Line electronic newsletter for the global ILC collaboration.

Launch GDE Website

"Live from Snowmass…"

Strategic Communication Plan

- Goal
- Strategy
- Tactics
  - We sometimes confuse tactics with strategy.
  - Strategic because we have limited resources and clear but difficult objectives .

Goal

Build the International
Linear Collider

Strategy

- Use collaborative, strategic communication to build support for constructing the international linear collider for particle physics research.

Strategy

- Use collaborative, strategic communication…
  - Collaborative means we plan and carry out communication together on a global scale, combining resources and coordinating regional communication efforts.
  - Strategic means we keep our eyes on the goal and put our communication resources where they will do the most good.

Many Communicators

- Lab directors
- University presidents, provosts, Nobel laureates…
- Chairs of organizations (ICFA, ACFA, ECFA, ILCSC, HEPAP…)
- GDE
- Funding agencies
- Regional ILC communicators
- Lab communicators
- Lobbyists
- “Outreach” committees of APS, CARE, EuroTev, LC steering groups…
- Our audiences themselves

ALL OF US!

Strategy

- Define the audiences
- Define the message
- Identify the messengers
- Determine the timing
- Choose the tactics

Working Group Six works on all of these issues.

Example tactics

- Launch weekly electronic ILC newsletter
- Develop common messages
- Give colloquia at universities
- Visit with policy makers
- Involve the public
- Develop common ILC logo, graphic standards

Coming Thursday 18 August

- First issue of ILC NewsLine
- Weekly ILC Electronic newsletter
- Global project
- Global ILC coverage
- Keeping the ILC family in touch
- Subscribe at www.linearcollider.org

Les communicateurs du GDE

Youhei Morita, Asia

Perrine Royole-Degieux, Europe

Karsten Buesser, Europe

Elizabeth Clements, Americas

Is it....

- 15 August 2005?
- 15 agosto 2005?
- 2005年8月15日？
- 15 août 2005?
- August 15, 2005?
- Fuenfzehnter August Zweitausendundfuenf?

In balance is strength

- Asian, European and American communication
- No one region dominates
- Good start
- Trust!
  (Communication helps.)

HEP Context

- ILC in global HEP context.

  LHC, neutrinos, Run II, BaBar, Belle, HERA, LHC luminosity upgrade, experimental astrophysics, CLIC, more…

- HEP is a small community in a big world. We must consider our overall message.

Respect for differences

- Global goal
- Global strategy
- Global and regional tactics
  - Not just language differences
  - The messages that work in Europe may be different from the ones that work in Asia or the US.
  - Timing, media, audiences….
  - One size may not fit all.

Communication

It’s everybody’s job!

WG6 Schedule, Week One

Tuesday: Opening meeting

Wednesday:
- Subcommittees, InterAction mtg

Thursday: Workshop on Public Participation
- (Sponsored by USLCSC Comm. Group)

Friday: Subcommittee reports, final draft strategic plan

Outreach Opportunities at Snowmass

- Wed 17 Aug Public Lecture, Young-Kee Kim, Paepcke Auditorium, Aspen, 6:30 p.m.
- Fri 19 Aug High school teacher workshop.
- Sat 20 Aug Cosmic ray shower study, Aspen Mall
- Sat 20 Aug Dark Matter Café, Snowmass Mall
- Sun 21 Aug Physics Fiesta, Roaring Fork High School, Carbondale,1 - 4 pm.
- Mon 22 Aug Public Lecture, Hitoshi Murayama, Snowmass Auditorium, 6:30

See…

Marge Bardeen

Hitoshi Murayama

The InterAction Collaboration

A new way of communicating particle physics since 2001.

“Not only to strengthen the international science of particle physics, but to set visible footprints for peaceful collaboration across all borders.”