



Communicating the Machine for the Future

Barbara Warmbein
ILC Communications



Meet the Fab Four



one communicator for each of the ILC's regions:

- Elizabeth Clements, Americas
- Youhei Morita, Asia
- Perrine Royole-Degieux, Europe
- Barbara Warmbein, Europe



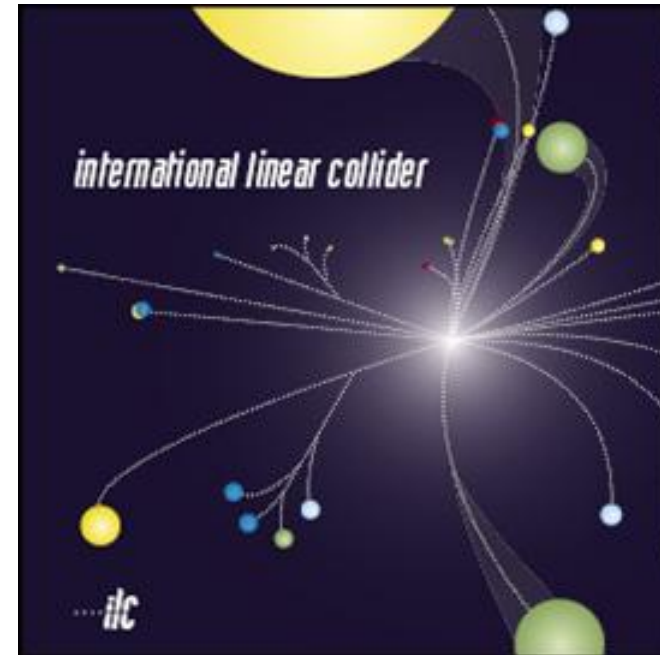
one address fits all

communicators@linearcollider.org

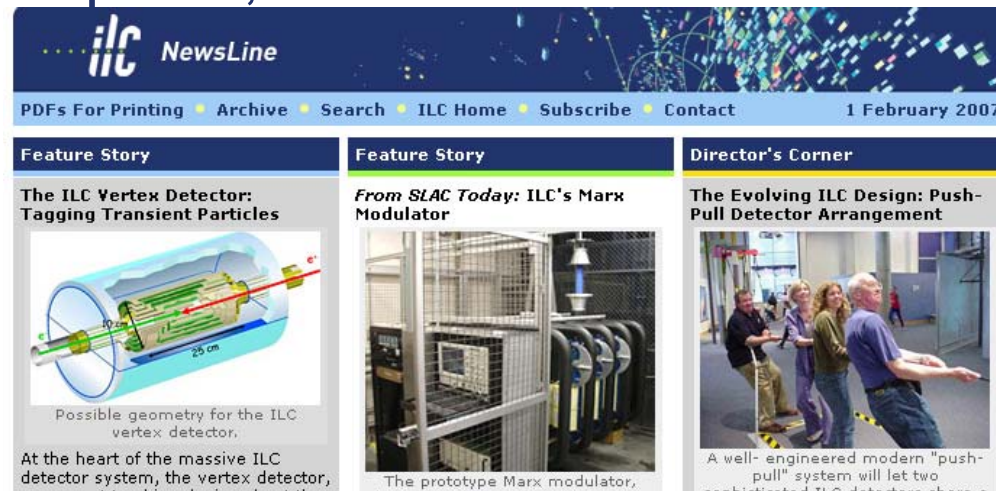
“Strengthen the ILC collaboration as an international endeavour by speaking in one voice and uniting the scientific community.”

Strategic Communications Plan, Vancouver 2006

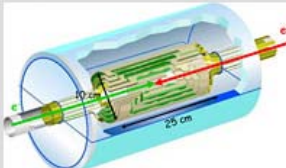
- NewsLine
- www.linearcollider.org
- NewsLineQ
- special publications





- www.linearcollider.org/newsline
- every Thursday, 79 issues tomorrow
- 1685 subscribers (February 2007)
- Director's Corner, stories on milestones, meetings, people, concepts
- Announcements, Preprints, Calendar
- pdfs for printing
- got a story?



ILC NewsLine
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Feature Story
The ILC Vertex Detector: Tagging Transient Particles

Possible geometry for the ILC vertex detector.
At the heart of the massive ILC detector system, the vertex detector, ...

Feature Story
From SLAC Today: ILC's Marx Modulator

The prototype Marx modulator, ...

Director's Corner
The Evolving ILC Design: Push-Pull Detector Arrangement

A well-engineered modern "push-pull" system will let two sophisticated ILC detectors share a ...



www.linearcollider.org

- general information about the ILC
- image bank, ppt template, logo
- glossary, one-pager, news articles, calendar
- hits are increasing: 38,786 in January

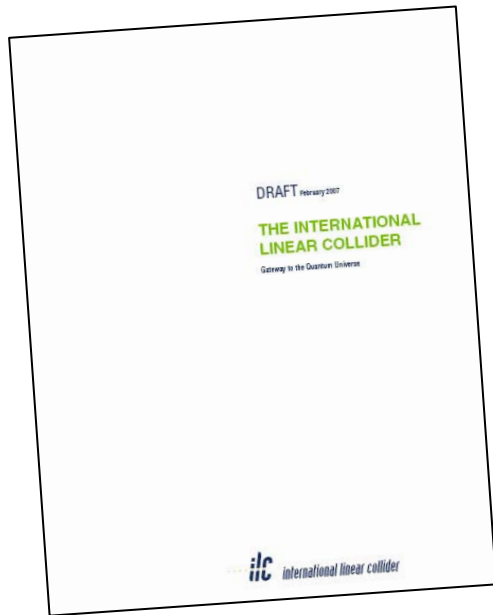
and...

as of tomorrow: www.linearcollider.org/press

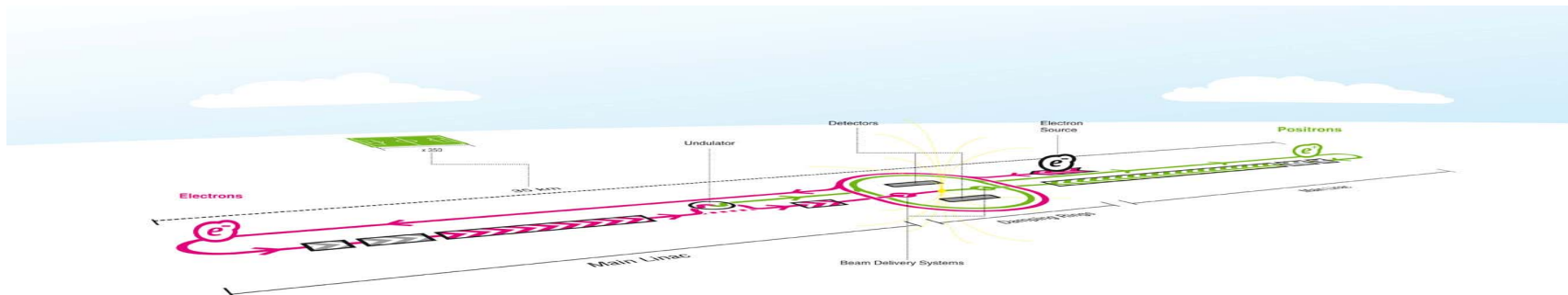


so what's new?

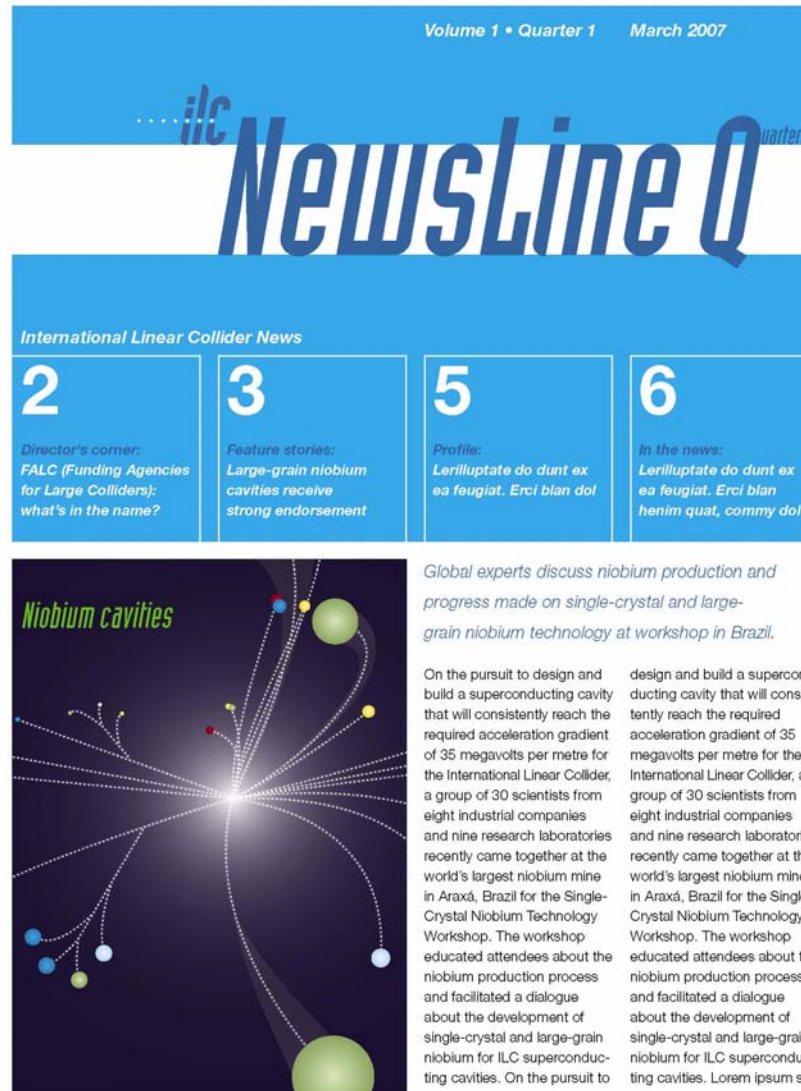
A lot!



- “The International Linear Collider – Gateway to the Quantum Universe” (formerly known as RDR companion)
- Citizen’s Task Force officially kicked off at Fermilab on 27 January
- NewsLineQ
- Tomorrow will be the biggest day in ILC communication history so far! (We hope)



- new 8-page print publication
- Q is for Quarterly (so it comes out four times per year)
- Director's Corner, two feature stories, one scientist profile, news bits and a gallery to show progress of R&D and organisation
- different target audience: distributed to all physics institutes and labs around the world
- spare copies to give to decision makers
- first issue will be out this March!





Tomorrow

...is only a day away!

- Barry will hand over the RDR (with the estimate) to the members of ILCSC and ICFA...
- ...if they accept it...(which we dearly hope)
- ...we'll have a PRESS CONFERENCE:
12 h, room C305
- Panel: Albrecht Wagner (ICFA chair), Barry Barish, Shin-ichi Kurokawa (ILCSC chair), Hesheng Chen (Director of IHEP)



the Plan

- we have invited journalists via the interactions press list (ones from abroad can call in, though at awkward times)
- Chinese press has been invited by IHEP (thank you Tongzhou Xu!)
- Foreign correspondents in Beijing have also received an invitation

...now we hope they find their way here!



the Press Release

- had a first, very nice and comprehensive draft at Daresbury meeting (January)
 - which was well received and heavily edited
 - to be edited again..
 - and again...
 - ...and again.
-
- **the Gist:** ICFA releases Reference Design and value estimate
 - **the idea behind that:** ICFA is a well-known and respected committee that will eventually approve the RDR and the cost
 - timing issues
 - news paragraph, “what is the ILC?”, “what is the RDR?”, “how much is the thing?” and quotes from Wagner, Barish, Kurokawa, Dugan, Foster and Nozaki; links to fact sheets



THANK YOU, GUYS!



The communicators would like to thank everybody for their discipline – no restricted information seems to have leaked out yet, so let's be strong for just one more day!



I'm not done yet...

- we have created a new page on the website:
www.linearcollider.org/press
- texts:
 - **Gateway to the Quantum Universe**
 - **ILC-by-the-numbers**
 - **costing for dummies**
 - **RDR**
- images and graphics
- and the press release



the response so far:



- Science, New Scientist, New York Times, Wired news, Scientific American, Nikkan Kogyo Shimbun, Science TV, Zeit online and freelancers
- Please send us everything you find on the web and in print!

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thanks!

...but now we really need to go over the press release one more time...