

$$\vec{N}_{gem} = \begin{pmatrix} N_m \\ N_e \\ N_h \end{pmatrix}$$

$$\vec{N}_{gem} = A \cdot \vec{N}_{Wahr}$$

$$N_{Wahr} = A^{-1} N_{gem}$$

$$\epsilon \cdot \epsilon^{-1} = \mathbb{1}$$

$$\Rightarrow \Delta \mathbb{1} = 0 = \Delta \epsilon \cdot \epsilon^{-1}$$

$$\Rightarrow \Delta \epsilon^{-1} = -\epsilon^{-1} \cdot \Delta \epsilon \cdot \epsilon^{-1}$$

Kingdom Inter Line Slope add velocity machine

# ITC Communicator

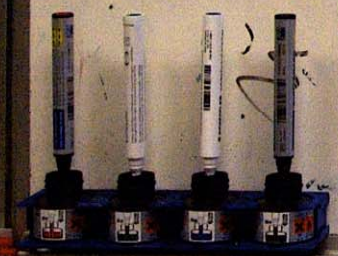
## resources for the Physics and Detector Community

木 = 樹  
林 = forest  
木 = wood  
林 = wood

コライダ : Collider

Barbara Warmbein

$$\Delta N_{Wahr}^e = \sqrt{\sum_{i=e,p,\tau,h} (\Delta \epsilon_{e_i}^{-1} \cdot N_i)^2 + \sum_i (\epsilon_{e_i} \cdot \Delta N_i)^2}$$





# Survey surprise

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

“I might forget to!”

“Good point, no reason why NewsLine shouldn't  
be informed.”

“I'm naturally shy”

“Hadn't really thought about it.”

“Good question!”

“I do not feel so important!”



# More stories about physics

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

- You can help us set the record straight. Let us know when things are happening!



# Why communication?

- Because we want to build the ILC!



# We have a plan

- **Internal Strategy:** strengthen the ILC collaboration as an international endeavour
- **External Strategy:** explain and promote the global project to government and funding agencies
- **Messages:**
  - Science first! (Physics case for the ILC)
  - Particle physics is exciting and important for understanding the nature of the universe, and there are still open questions.
  - The ILC will be essential to understand the new physics that will come out of the LHC – though it has its own physics case.
  - The ILC is a truly worldwide collaborative effort.
  - The ILC will help train and educate future generations who will push technology to its practical limits and move industry forward
  - The ILC is a feasible project that can be built.

- Different audiences require different tools.
- Our different audiences are:
  - The community (read: you)
  - Policy / Decision makers
  - Larger scientific community
  - General public
  - Press



- We have to convince them that we need the ILC
- We try to help:
  - NewsLine Q
  - RDR Companion
  - Translations of the above



**"6 billion bucks! What's this *thing* for?"**



# You're such a lovely audience



25 October 2007

ILC Communications

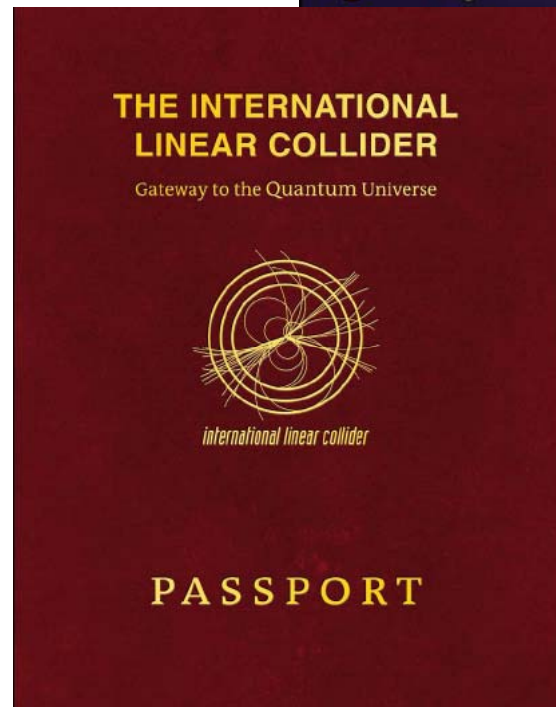
8





# What we can do for you

- Publications:
- brochure
- one-pagers
- NewsLine Q
- Gateway brochure





# Maybe we can help?

- [www.interactions.org](http://www.interactions.org) and [www.linearcollider.org](http://www.linearcollider.org)
- NewsLine
- graphics, talks
- news clippings
- visibility
- know what's going on

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

- Talk to us!  
[communicators@linearcollider.org](mailto:communicators@linearcollider.org)



# What you can do for us

- Reached a milestone? Got exciting data? A successful meeting? Examples of working collaboration? New solutions for old problems?
- Please tell us. We ask you a couple of questions and write a story. You check the facts. We find a good picture together. The communicators publish it in NewsLine. Fame and fortune will follow suit.
- Really!



# We need to talk!

The ILC communicators are a team of four: Elizabeth (Fermilab), Rika (KEK) and Perrine (IN2P3)





Thanks!