

WP 3: Dissemination and Outreach

Monika Illenseer, Perrine Royole-
Degieux and Barbara Warmbein
ILC Communicators (Europe)

Higrade deliverables

« WP3: Ensure that the characteristics and importance of the ILC, and its place within the world of science and research, is widely disseminated to the peoples of the European Union, and their governments »

Deliverables :

1 : ILC-HiGrade Webpage

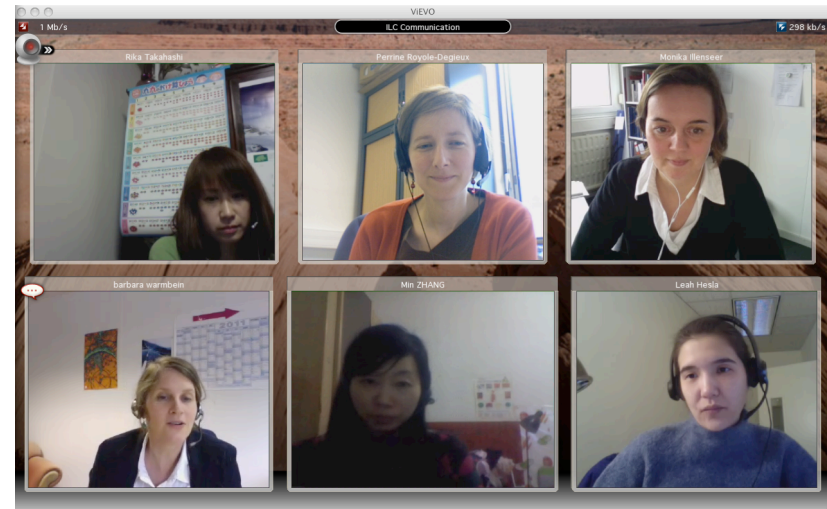


2 : Report on material issued describing the ILC in several EU languages



- **Global and local tools** : new website launched, *ILC NewsLine*, facts and figures
- **ILC HiGrade deliverables** : Website, first press release, HiGrade Poster, translations of *Gateway to the quantum universe* and *Gateway to the technology* into five European languages (ru, sp, it, fr, ge)
- **Strategy** : International and regional messages
- **LHC Communication experiences**
 - LHC First Physics (both European communicators were heavily involved)
 - ICHEP2010 conference and media work
 - Global particle physics photowalk

- 22 March : 1st International **Particle Physics Slam** in Eugene, USA
- 24 March : **New ILC NewsLine** launched
- April : **New European communicator**
- 16 June : **GDE interim report** and press statement released
- 29 June : ILC HiGrade **photoshoot**
- 25 July : HEP2011 **press conference**
- 27 September : **Public lecture** on ILC in Granada, Spain
- 6 October : ICFA press conference and ICFA brochure launched



ILC interim reports



Two volumes to report on the most recent R&D progress of the ILC.

Vol 1 focuses on the accelerator, its design and technical aspects and siting and safety considerations.

Distribution plan :

~ 400 printed copies for Europe
Sent to ILSC, FALC, decision makers, lab directors, funding agencies and CERN Council delegates.
Cover letters so far in 4 European languages.

Vol 2 will focus on the **scientific case** and on the design of the **detectors** associated with the collider.
Released by the end of 2011.



ILC NewsLine

New version since March

Intuitive navigation and searchability, inviting interface, high-integration of content, eye-catching graphics, flexible layout and dynamic design

Subscribe through RSS or email All stories are shareable and commentable

2200+ subscribers.

Regular stories about European R&D, LHC, CLIC and XFEL

The screenshot shows the ILC NewsLine website interface. At the top, there is a navigation bar with links for 'ABOUT', 'ARCHIVE', 'SUBSCRIBE', 'CONTACT', and 'LINEARCOLLIDER.ORG'. A search bar is also present. The main content area is divided into several sections: 'CURRENT ISSUE 6 OCTOBER 2011', 'AROUND THE WORLD' (featuring 'Europe launches update of strategy for particle physics'), 'FEATURE' (featuring 'Good gradients in seconds flat'), 'DIRECTOR'S CORNER' (featuring 'Thanks, Peter!'), 'IMAGE OF THE WEEK' (featuring 'Superconductor scientists'), and 'UPCOMING EVENTS'. A 'TAG CLOUD' is located at the bottom left, listing various topics like 'accelerator R&D', 'CERN', 'LHC', and 'XFEL'. Social media sharing icons for RSS, Facebook, Twitter, Email, and Print are visible at the bottom of the screenshot.



March : 1st particle physics slam

Language : English, Location : US

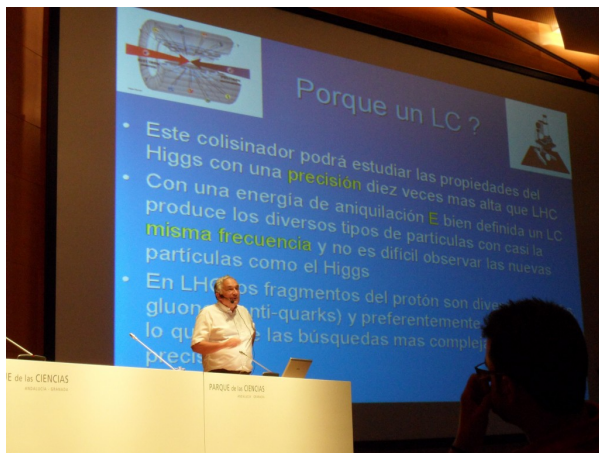
6 slammers and 800 visitors

Two slammers were European ILC scientists.
Performance posted on ILC Youtube channel

September : ILC Public Lecture

Language : Spanish, Location : Spain

~300 visitors



Good opportunities to engage the public and meet the local press (good press coverage each time)



HEP2011 press activities (July)



Interim report on the International Linear Collider R&D programme released

13 July 2011

The International Linear Collider is designed as the next large-scale experimental undertaking in elementary particle physics beyond the Large Hadron Collider, now in operation at CERN, Switzerland. The ILC Global Design Effort, led by Barry Barish, announces the release of the first of two progress reports on the ILC R&D programme and progress. The first report, *The International Linear Collider: A Technical Progress Report*, focuses on accelerator R&D and is oriented at establishing the technical viability of the design that will be presented in a future *Technical Design Report* by the end of 2012.

Complementing the Large Hadron Collider (LHC), the International Linear Collider (ILC) will continue the exploration of matter at the distance scale of 10^{-18} metres – one-thousandth the size on an atomic nucleus. Scientists' current understanding of particle physics points to this distance scale as the key to the origin of the masses of the known elementary particles. It suggests that here, also, they could discover the particles that make up the dark matter of the universe.

The ILC will bring new high-precision tools that will help us solve these mysteries. Using unprecedented

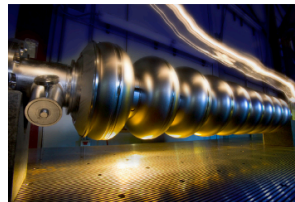


Image: Fermilab Visual Media Services



- International press invited during the scientific conference

- Press conference: LHC and astroparticle latest results and the European strategy for particle physics (webcast)

- Press officer also ILC Communicator for Europe: ILC brochures distributed together with a press statement about the ILC interim report release (all in French and English)

- Higgs buzz also helped...

- Hundreds of articles about LHC but only a few about ILC



ICFA brochure



Goal : “strengthen worldwide support for particle physics as a global enterprise”

Print publication + website to articulate a global vision for particle physics

Audiences : policy makers and opinion leaders, funding agencies, broader science community, science interested public



At KEK in Japan, accelerator experts test advanced superconducting radiofrequency technology, under development for the proposed International Linear Collider. The technology combines efforts and components from DESY (Germany), INFN Milano-LASA (Italy), KEK (Japan), Fermilab and SLAC (US).

x

Two ILC communicators in editorial board

<http://www.interactions.org/beacons/>



Annual press coverage

Main press review on ILC website

<http://www.linearcollider.org/about/Press/In-the-news>

Most of the articles were triggered by press conferences (ICFA seminar, HEP2011, Lepton Photon) and public events or even for the Tevatron shutdown (“what’s next?...”)

-> each time there is a major focus on particle physics experiments or accelerators

swissinfo.ch

Oct 6, 2011 - 22:00

Scientists discuss Next Big Thing in physics



Cosmic research "Dream Machine" mooted

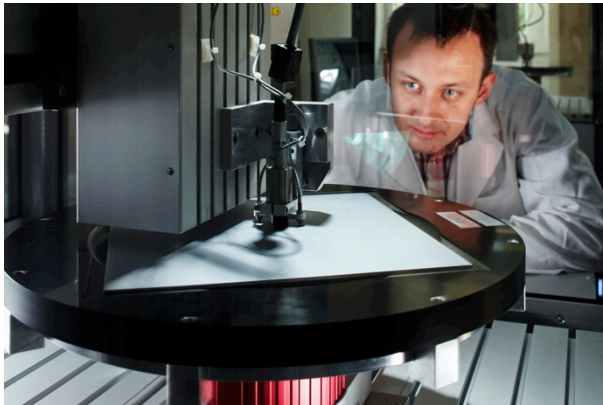
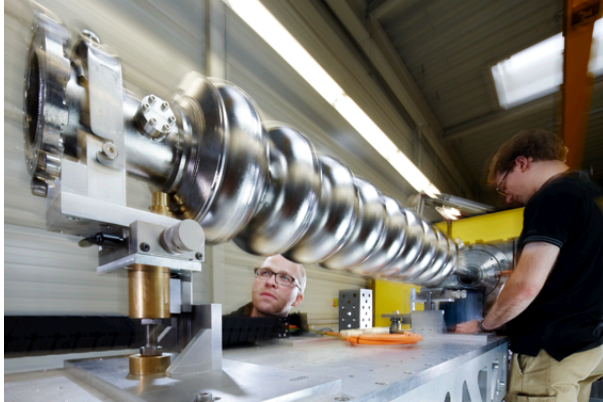
EL PAÍS.com

ENTREVISTA: FRANCIS PÉREZ Físico

"Buscamos entender por qué existimos, de alguna manera"

L - San Sebastián - 06/09/2011





Production of a cavity – from niobium ingot to superconducting cavities

- Focus on the important
production steps

- Photos by science photographer
Heiner Müller-Elsner (Geo,
National Geographic, Newsweek,
Stern, ...)

<http://www.hme-fotografie.de/>



ILC photoshoot

Intentions:

- emphasise **Europe's capability** within the international collaboration
- demonstrate **good cooperation with industrial suppliers**
- demonstrate **European lab accelerator facilities readiness** for ILC construction
- provide illustrations for **ILC communication material** (press files, posters, talks, lectures, exhibits...)



ILC photoshoot

Already shot:

- Optical inspection of niobium sheets
- Eddy current scan of sheets
- Automated optical inspection (OBACHT)
- Cavity strings pulled out of clean room



ILC photoshoot

Next photoshoots:

-Hereaus / Hanau, Germany
(electron beam melting) > end of October

-Zanon group / Campodarsego, Italy
(cavity assembling) > beginning of 2012

-CEA/Irfu, France
(Pulling cold mass into cryomodule tank) +
maybe CNRS/LAL, France (couplers)
> beginning of 2012



Tokyo Denki 656
Nb-sheet for Half Cell Production
Serial Number
T00626

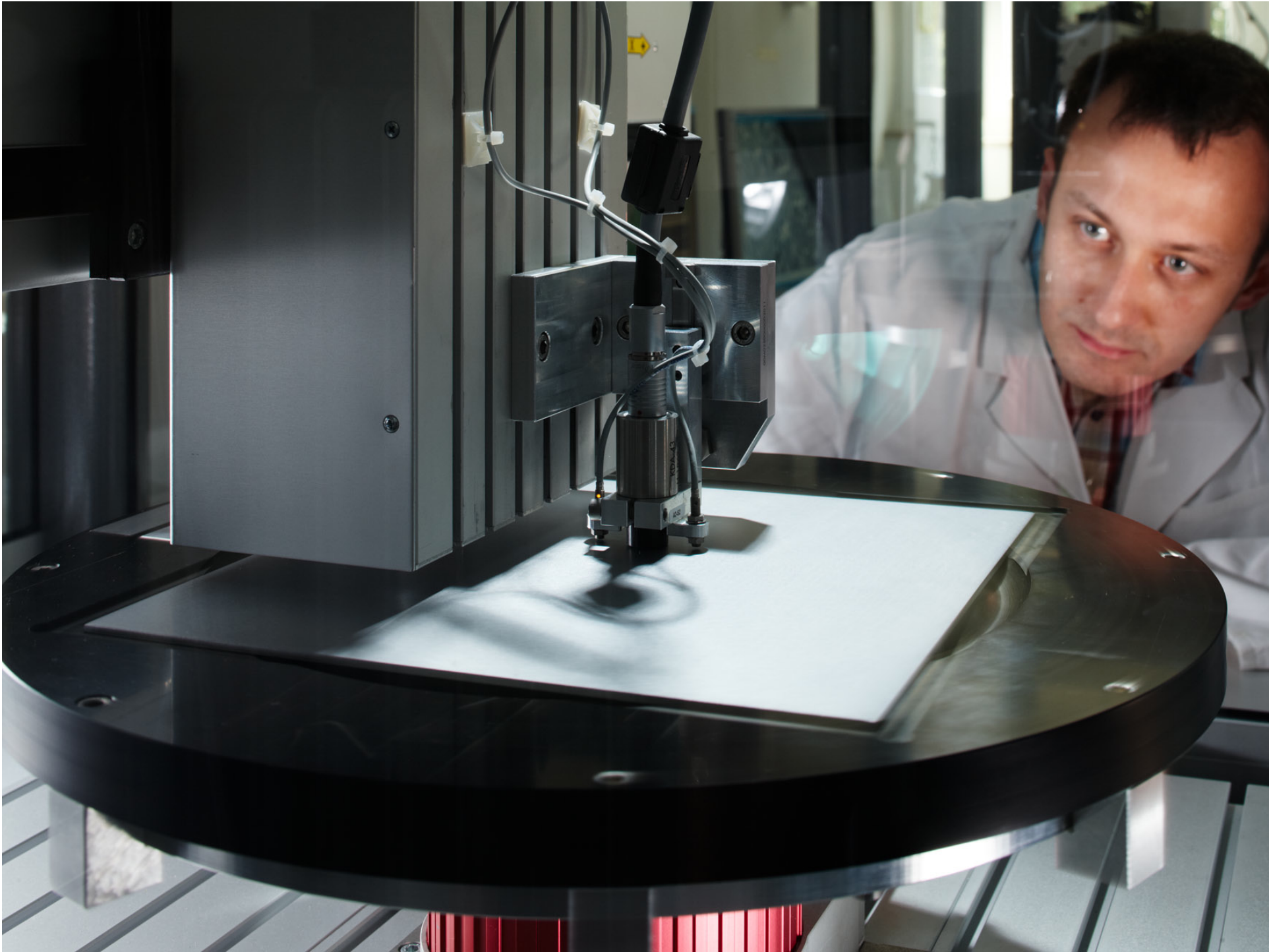
Tokyo Denki 667
Nb-sheet for Half Cell Production
Serial Number
T00637

Tokyo Denki 663
Nb-sheet for
Serial
T00



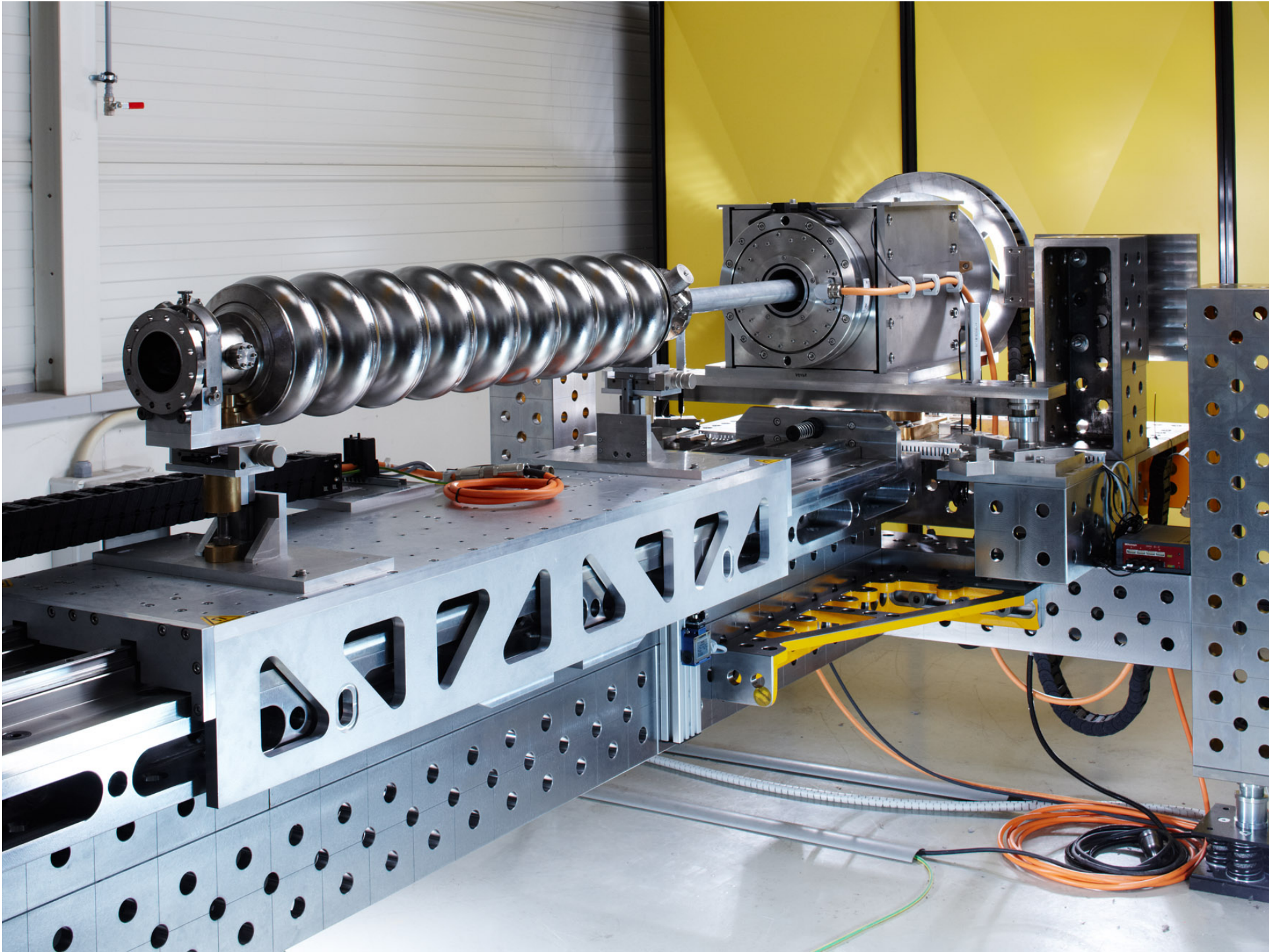
 schilling



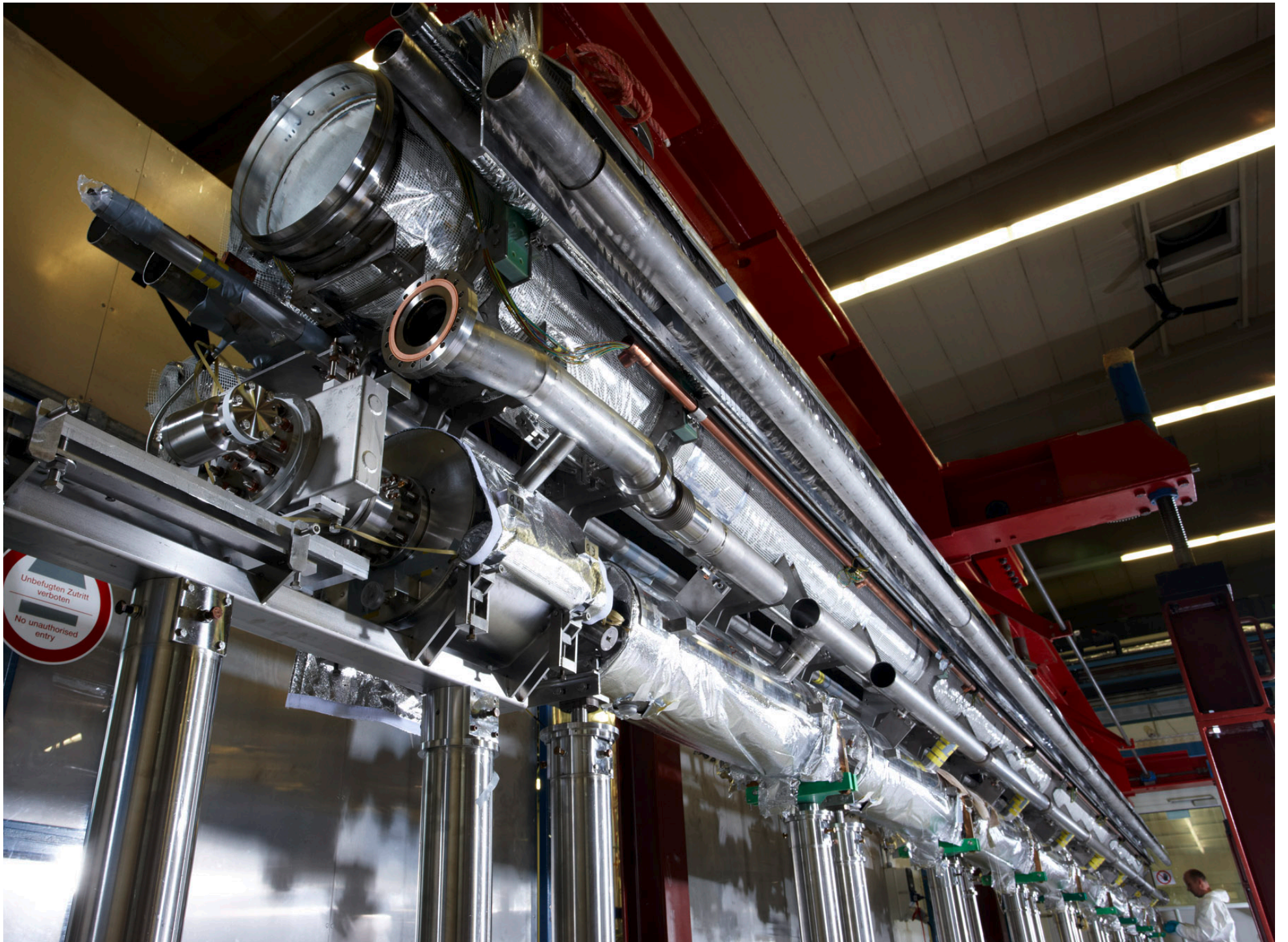






















Wrapping up:

Tools for ILC Europe communication

Two outreach brochures in five European languages



Two interim reports distributed to decision makers and CERN Council delegates



Professional ILC photo series from three European countries (GE-FR-IT)

Public lectures and events

+ **ILC global tools** : ILC website, *ILC NewsLine*, etc.



Interim report (vol. 2) for physics and detectors : same distribution plan in Europe and possible press release

HiGrade photoshoot follow up

Photo series for *ILC NewsLine*, posters, web version ?

ILC on social medias

'ILC and society' stories and one-pagers aimed at decision makers

Take part in **Cern's communication plan** for the Brussels meeting of CERN Council (mid-2013)

Outreach activities