



Linear Collider Communication

Linear Collider Workshop

SLAC

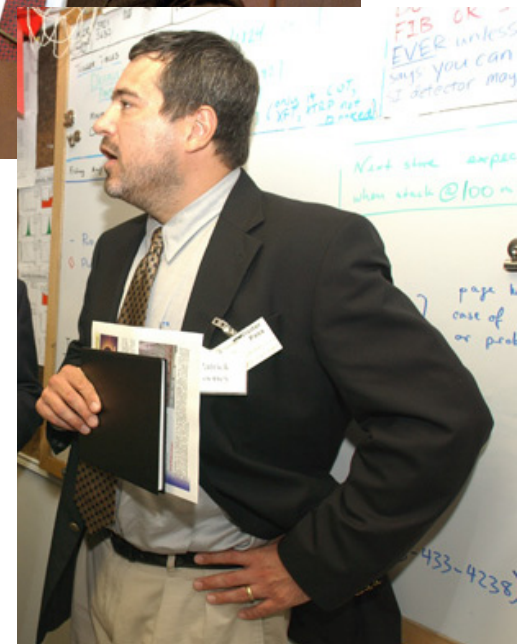
January 10, 2004

Judith Jackson, Fermilab

Good news

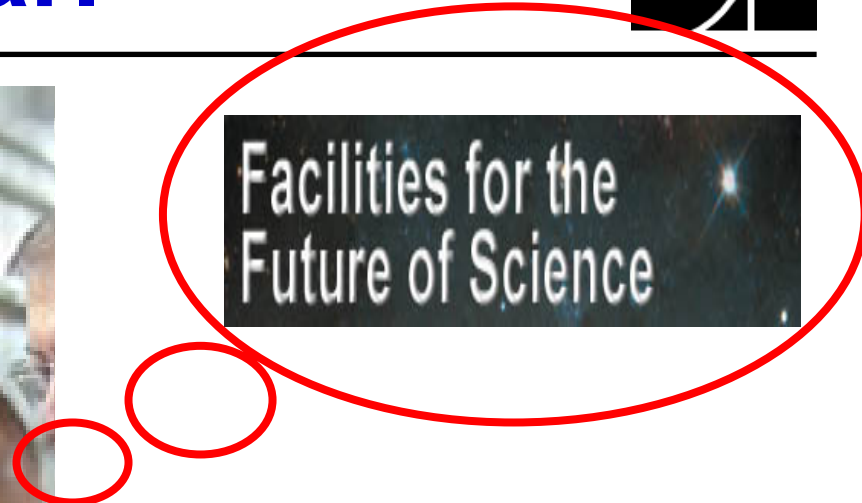


People are listening.



“It’s the science, stupid!”

We have their ear.

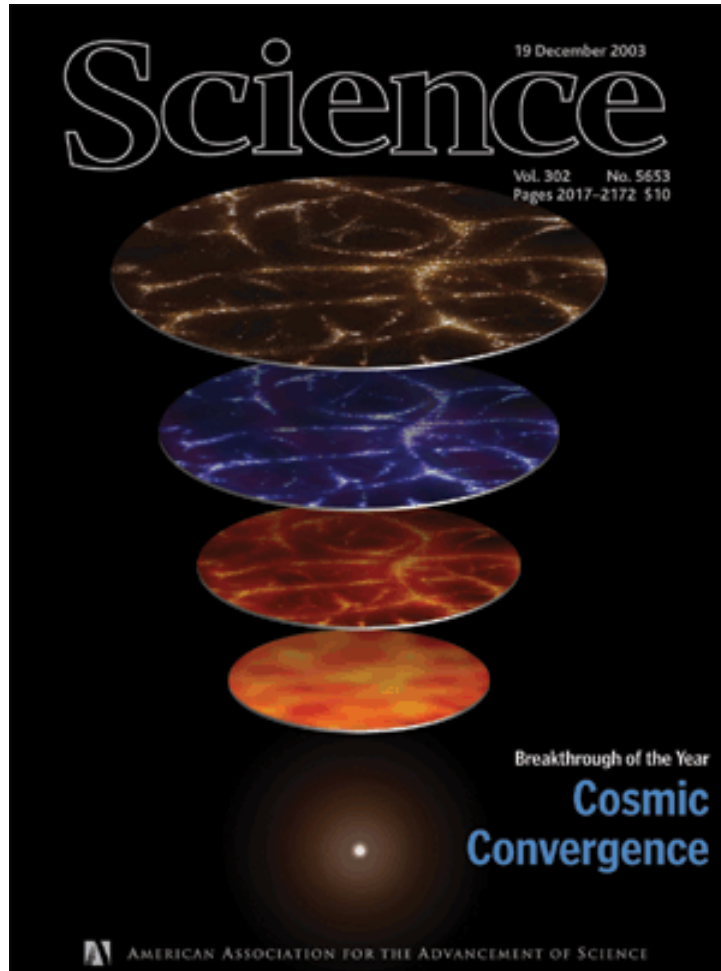


DOE, NSF to HEPAP Cosmos Committee



“...Illuminate the issues, provide...a clear picture of the connected, complementary experimental approaches to the **truly exciting scientific questions** of this century.”

Breakthrough of the year!



“Nothing’s bigger
than the universe;
the question is
what it’s made of.”

*Donald Kennedy
Editor-in-Chief*

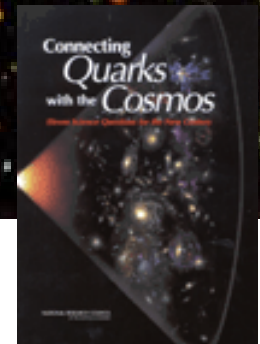
SCIENCE 19 December 2003

It's our universe too!



“Every cubic inch of space
contains a miracle.”
Walt Whitman

A revolution in our understanding of the universe.
A wonderful time for particle physics!



More good news



To achieve the kind of future that all of us want for particle physics, we have begun to change the way we communicate.

InterAction collaboration established December 2001 at DESY meeting

Brookhaven, Gran Sasso
DESY, Fermilab,
CERN, SLAC



Current members



APS, Argonne, Appleton-Rutherford, Brookhaven, Berkeley Lab, CERN, Cornell, DESY, Dubna, Frascati, Fermilab, Gran Sasso, INFN, KEK, NIKHEF, Orsay, PPARC, Saclay, SLAC, Thomas Jefferson, TRIUMF



August 2003

All particle physics labs are invited to join.

InterAction: Goal



To increase support around the world for fundamental particle physics research.

InterAction: Strategy



- Strengthen collaboration among laboratory communicators in order to
 - Share resources
 - Speak with one voice*
 - Develop a common science message

*recognizing need for scientific competition and different points of view

InterAction: Tactics



- Make collaboration a way of life for particle physics communication—as it is already for particle physics experiments.
 - News wire
 - Web site
 - Media relations
 - Policy papers
 - Issues





Interactions, the news wire

- www.interactions.org
- News from the world of particle physics
- Press releases and other news from the world's labs, experiments, funding agencies, advisory panels...
- Open to all particle physics labs

Interactions, the newswire



- 112 physics news bulletins
- 946 subscribers from 49 countries as of 5 January
 - Argentina, Australia, Austria, Bangladesh, Belgium, Brazil, Canada, Columbia, Croatia, Denmark, Egypt, Finland, France, Georgia, Germany, Greece, Japan, Jordan, India, Iran, Israel, Italy, Korea, Mexico, Morocco, Nepal, Netherlands, New Zealand, Norway, Pakistan, Poland, Portugal, Romania, Russia, Saudi Arabia, Senegal, Serbia and Montenegro, Slovakia, South Africa, Spain, Sweden, Switzerland, Syria, Taiwan, Turkey, UK, Ukraine, U.S., Yugoslavia
- **We have a channel to get the word out.**

Interactions, the Web site



INTERACTIONS .ORG

*The High-Octane Website
OF BNL and FOR Particle Physics!*

Gala Launch!
2:00 pm
Tuesday, 8.12.03
Ramsey Auditorium

LIVE MUSIC!
SPECIAL EFFECTS!



“Start Me Up!”



Public rollout
Summer 2003
at Lepton-Photon
Conference

A website for all of us

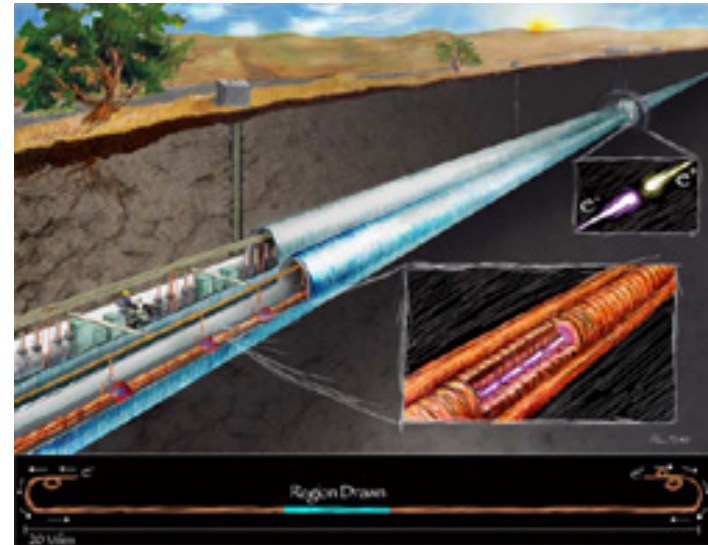


- A resource for all who communicate about or in support of particle physics
- Physics community, science writers, reporters, policy makers, universities, advisory panels...
- World particle physics Image Bank: one-stop shopping for images from particle physics worldwide
- www.interactions.org

A Home for US Linear Collider Communication



News
Talks, Speakers
Reports
Graphics
Links to other LC sites
Presentation database
Communication Plan



<http://www.interactions.org/cms/?pid=1004987>

Linear Collider Outreach



“Develop a joint statement of the science case for a linear collider in the LHC era.”



Linear Collider Communication



“As I mentioned at Fermilab, ECFA has nominated 20 Physicists in Europe to start working on OutReach for the Linear Collider. It was quite explicitly stressed to us that the first goal is to present the project as a global international project: the Linear Collider whatever it is, and wherever it is...”

François le Diberder



Meeting in Paris Feb 16

Fermilab and SLAC partnership



- FermiNews story on SLAC Linear Collider Technology
- New SLAC-Fermilab Magazine
- UEC/SLUO DC Trip
- Fermilab UEC to SLAC in January



How are we doing?



Media coverage: Mixed

Funding: Room for improvement

Physics Profile: Improving...

In the physics/science community:
An opportunity in 2004

Media coverage 2003: mixed



nature

Towards a clean collider 105

The high-energy physics community has grand plans to probe deeper into the structure of matter and space-time. The proposal for a multinational linear collider merits strong support.

Science

10 YEARS AFTER THE SSC:

Physics Tries to Leave the Tunnel

A decade after the demise of the Superconducting Super Collider, high-energy physicists are planning new experiments to recoup the insights it was supposed to yield. But many say their field will never be the same

Patience. An opportunity.



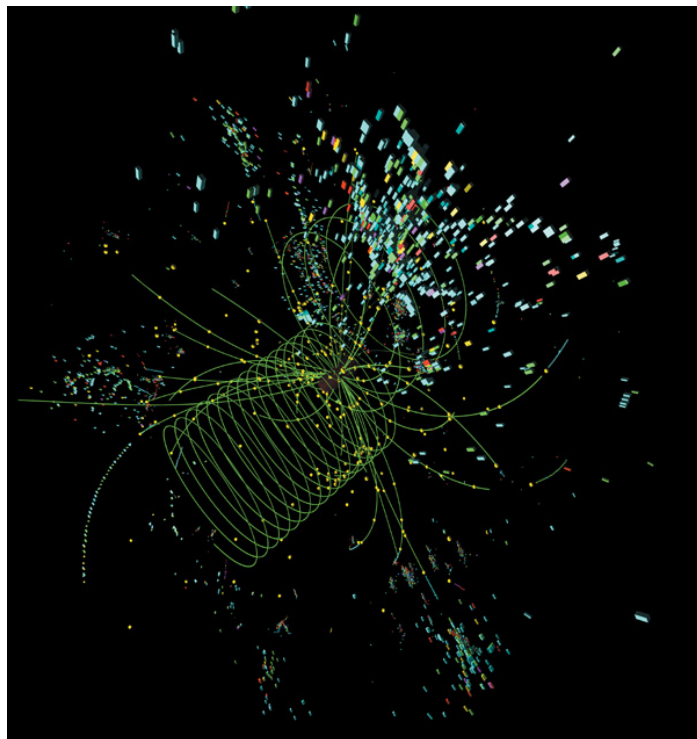
- Talk
 - Talks on line
 - Speakers' list
 - Data base for presentations
- Listen
 - Visit experiments
 - Invite colleagues to labs
 - Invite talks and articles
 - APS April meeting



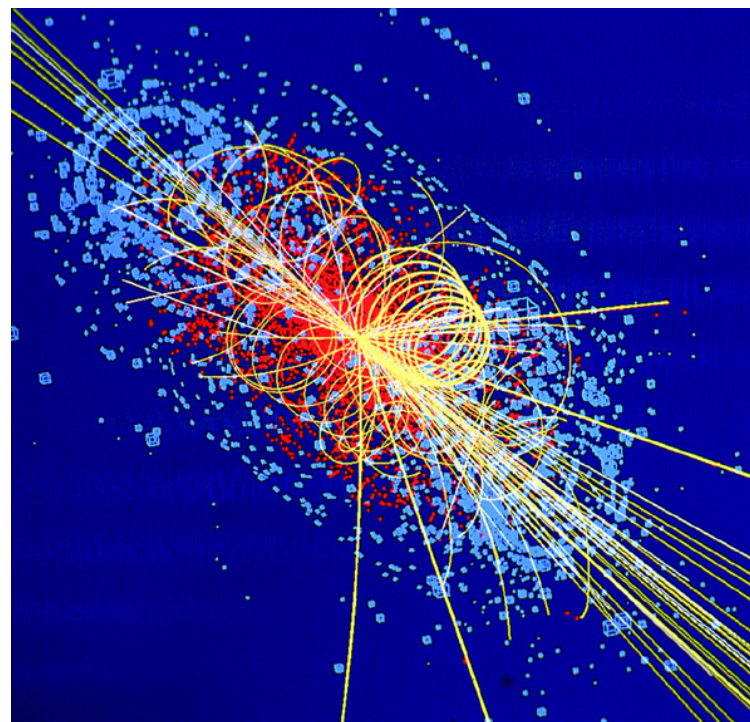
Phillip W. Anderson

- **Biologists too!**

We need more pictures!



Simulated response of linear collider detector to the production of two Z bosons.
(Credit: Norman Graf)



Simulated decay of Higgs boson in the future CMS experiment at CERN.
(Credit: CERN)

Let's change this in 2004.



The New York Times ON THE WEB

Demolition Derby of Physics Jars Loose Clues on Subatomic Glue

“...The discoveries are especially welcome in **a field that is in some ways adrift**, lacking any big new machine to smash matter into ever-finer pieces.”

James Glanz, December 30, 2003



Communication without borders

“To strengthen the international science of particle physics and to set visible footprints for peaceful collaboration across all borders.”

InterAction Collaboration
Mission

