“Keep movin', movin', movin',
Though they're disapprovin', Keep them projects movin’ - Worldwide!
Don't try to understand 'em, Just rope and throw and grab 'em,
Soon we'll be living high and wide.
Boy my heart's calculatin'
Our funding will be waitin', be waiting at the end of our ride.”
Hard-core Interactions lab communicators (CERN, KEK, Fermilab, SLAC)
Strategic Communication

- Goal
- Strategy
- Tactics
Goal

• Build the International Linear Collider
Strategy

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

(BTW, hire a dedicated ILC communicator for each region.)
Tactics

- Develop common ILC logo, common graphic standards
- Publish weekly electronic ILC newsletter
- Develop ILC Web site, build traffic
- Prepare ILC talks in many languages
- Cultivate partnerships with industry
More tactics

- Develop answers to hard questions
  - What’s it for? Why now? How much? Where?

- Get communication on the agenda at ILC workshops at all levels

- Develop common messages, try them on audiences
More tactics

- Use available media (symmetry, CERN Courier, ILC Web site, lab publications, speakers’ bureaus) to convey ILC message

- Participate in “World Year of Physics” project
  - Develop targeted print publications (brochures, etc.)
Electronic newsletter

- Different from Web site; comes to your mailbox
- Unites far-flung ILC family
- Joint European, Asian, American publication
- “Voice” of the ILC; must be well done
- To start ASAP
- News, announcements, features, profiles, milestones, photos, channel for GDE…
Nine months later…

- SNOWMASS
- First issue of ILC Newsline August 05
- ILC Website launched
Dedicated(!) ILC communicators
ILC NewsLine

1,481 subscribers as of last week

Now available in Japanese!

Time to take NewsLine to the next level....
How often do you read NewsLine?

<table>
<thead>
<tr>
<th></th>
<th>Response Percent</th>
<th>Response Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every week</td>
<td>77.4%</td>
<td>309</td>
</tr>
<tr>
<td>Every two weeks</td>
<td>15.3%</td>
<td>61</td>
</tr>
<tr>
<td>Once a month</td>
<td>5.8%</td>
<td>23</td>
</tr>
<tr>
<td>Every few months</td>
<td>0.8%</td>
<td>3</td>
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<tr>
<td>Never</td>
<td>0.8%</td>
<td>3</td>
</tr>
<tr>
<td>Total Respondents</td>
<td></td>
<td>399</td>
</tr>
<tr>
<td>(skipped this question)</td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>

93% of the respondents read NewsLine every week or every other week
Graphic Standards

international linear collider

9/11/06

Global Design Effort
ILC Web Site

Newsline - 1481 subscribers

Global Design Effort
• Drafted a strategic communications plan for the ILC at VLCW06

• Jointly written by the four communicators

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

- Translate the RDR and DCR into an exciting and enticing story for governments, funding agencies and policy-makers
- Lead with science!
- First Step: Appoint a board with chair, ILC communicators and representation from all regions and detector/machine communities
- Solicit feedback from our “customers” and produce a glossy report (25-35 pages?)
- Publish report in early 2007, coordinated with the preparation and release of the RDR and DCR
- Produce exhibit and report web site too
ILC Brochure

- Produce a general-purpose brochure that explains the science and technology behind the ILC
- Gathered feedback at VLCW06
- Go to press this fall
ILC Press Release Policy

• Significant milestones for the design of the machine and detectors quickly approaching
• Need a set of guidelines for ILC press releases for the immediate future and beyond
  – What warrants a press release?
  – What is the approval process?
• Hold press release workshop at the InterAction Collaboration meeting in October at DESY
Communications Workshop

- Hosted by the LCSGA Communications Committee at VLCW06
- Facilitated by SLAC’s Frank Topper
- Approximately 40 participants
- Key Message: Science First!
Interactions

Visits Per Month

Global Design Effort
DQU released 8 May

First 7000 copies gone

Reprinting now

Send a postcard

(QU now in 5th printing)
R&D Caucus Briefing 8 May
Challenges

- Coordination: who does what, when, where
- Resources: never enough
- Uncharted territory
- “Lost in Translation”
- Regionalism/nationalism vs. globalism
- Will it work? (High anxiety)
- High stakes (High emotion)
- Price tag (High)
Remember…

• Science first!

• We are part of the world particle physics community. (The Terascale is big enough for all of us.)

• One size may not fit all regions.
In each others’ shoes
Thanks

• Thanks Judy and Elizabeth!
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