

LCWS 2024

Communications

...

July 11, 2024

Rika Takahashi KEK/IDT

Who we are

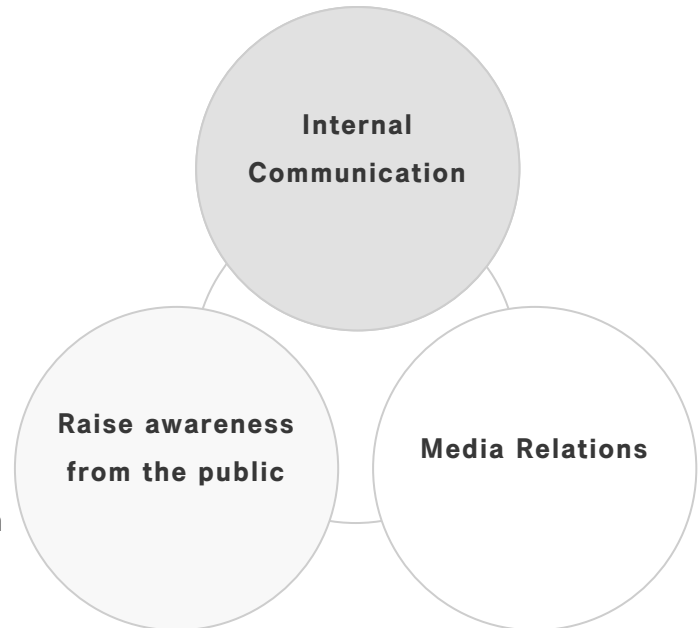
Who we are

ILC Communication

The ILC Communication team was established in 2005 by Barry Barish, Director of the Global Design Effort (GDE).

It consisted of communication experts from Europe, the Americas, and Asia with a mission to realize the ILC. The first task was to bring together the global ILC community.

In 2007, I joined the team as the Asian representative and have been in the business ever since.



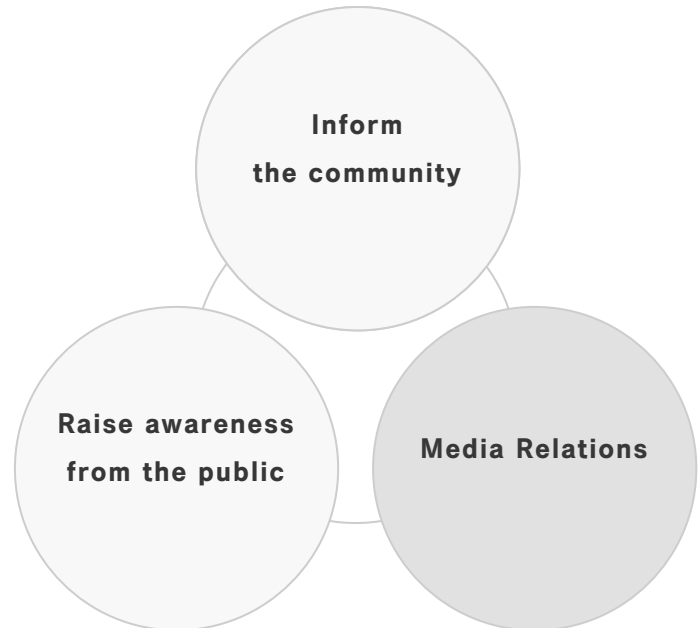
Who we are

LC Communication

In February 2013, ILC and CLIC were united in the Linear Collider Collaboration (LCC), a new global organisation led by Lyn Evans to advance the global development work for next-generation particle colliders.

The mission of communication shifted from ILC to LC communication.

There has been a lot of media attention on the ILC due to the evaluation of potential sites in Japan.

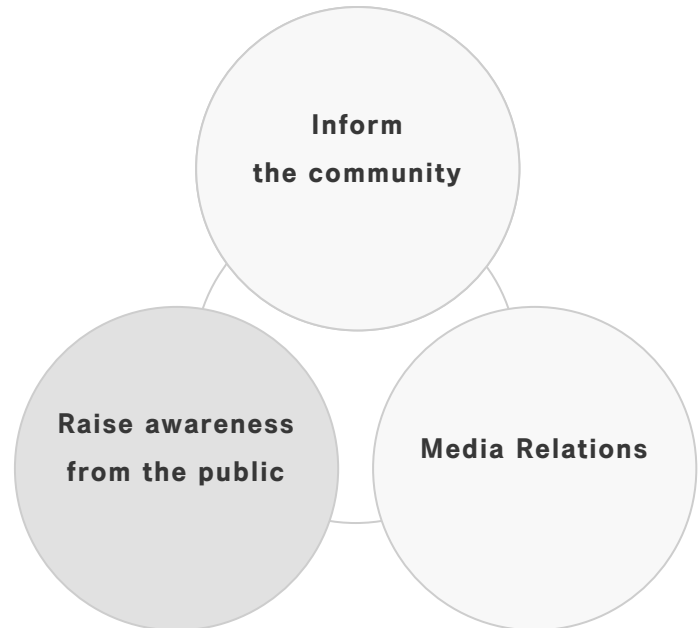


Who we are

ILC in Japan Communication

In August 2020, the ICFA approved the establishment of the ILC International Development Team (IDT), which is led by Tatsuya Nakada. The team's main goal is to support the effort of the Japanese HEP community proposing to host the ILC in Japan.

The communication activities have shifted more towards raising awareness among the public in Japan.



What we do

What we do

ILC Video Won the Telly Award!

On 21 May, the video “Unraveling the Mysteries of the Universe: International Linear Collider” (Entry title: High Energy Accelerator Research Organization (KEK) International Linear Collider) won a Silver Award in the “Non-Broadcast – Science & Technology” category at the 45th Telly Awards.

The Telly Awards, founded in 1978, is the premier award honouring the finest film and video productions, groundbreaking web commercials, videos and films, and outstanding local, regional, and cable TV commercials and programs.



What we do

ILC Video Won the Telly Award!

The video was created by KEK and IDT to present at the American Physical Society meetings in order to inform researchers worldwide about the ILC. It has been shown on several occasions.

The video is available on YouTube. I can also provide a copy of the video data upon request.

The video production was supported by the Accelerator Association Promoting Science and Technology (AAA).



What we do

ILC NewsLine

Since its debut in 2005, ILC NewsLine has been delivering news about the ILC. Its original purpose was to unite the international ILC community by delivering the Director's message on a weekly basis.

The most recent issue was published on 8 July. Still keeping a mailing list with a few thousand addresses.

Your contribution to the NewsLine with ILC and future accelerator-related articles is welcome!

<https://newslines.linearcollider.org>

The screenshot shows the ILC NewsLine website homepage. At the top, there is a navigation bar with links for 'About', 'Current issue', 'Archive', 'Subscribe', 'Search', and 'Contact'. The main header features the 'ilc' logo and the word 'newslines' in a stylized font. The date '8 JULY 2024' is displayed in the top right corner. The page is divided into several sections:

- PREPRINTS:** A list of preprints with their IDs and titles, such as '2407.00969 Dark matter-electron scattering and freeze-in scenarios in the light of Z mediation' and '2406.15939 Exploring new physics via effective interactions'.
- FEATURE:** A section titled 'A Tribute to Sachio Komamiya' by Rika Takahashi, featuring a photograph of Professor Sachio Komamiya holding a red award. The text below the photo reads: 'With deep sadness, we announce the passing of Professor Sachio Komamiya, a prominent member in the Japanese and international ILC community.'
- AROUND THE WORLD:** A section titled 'Federation of Diet Members resolves to promote the ILC in Japan' by Rika Takahashi, featuring a photograph of a meeting. The text below the photo reads: 'On March 21, the Federation of Diet Members for the ILC held a meeting with 50 participants, including Diet members, government agencies, businesses, and researchers. Reports on the ILC project's progress and initiatives by relevant organizations were presented, followed by a discussion on the project's future course of action.'
- FEATURE:** A section titled 'KEK-produced Video "International Linear Collider" Wins Silver at the Telly Awards' by Rika Takahashi, featuring a thumbnail image of the award ceremony.

What we do

ILC News

2-page monthly publications in Japanese, published since April 2022.

The main objective is to provide information to the political and public authorities.

The majority of the main articles will be translated into English for ILC NewsLine.

<https://www.kek.jp/ja/about/pr/publication#06>



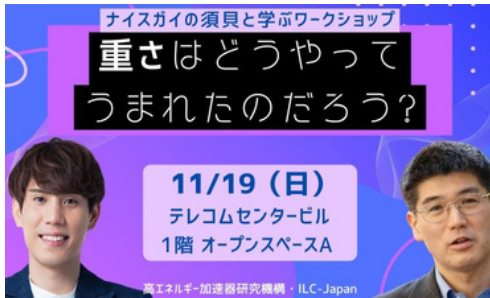
What we do

Collaborating with
YouTuber



Exhibiting at large-scale
events

Various Outreach targetting Younger Generation



Outreach Program for
Very Young Children



What we do

YouTube Channel

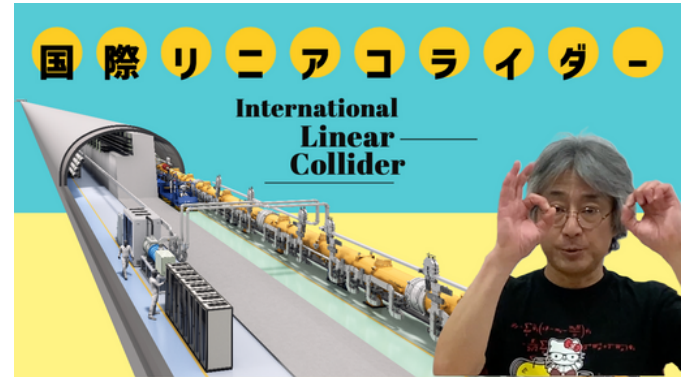
The ILC YouTube channel has been in operation for more than ten years.

The series "ILC 宇宙塾 (ILC school learning about the universe)", with Hitoshi Murayama as a host, started in April 2022 and became popular. Channel subscriptions quadrupled in three months.

The series was paused because Hitoshi became P5 chair, but a number of subscribers are still glowing.

We welcome ideas and contributions for videos.

<https://www.youtube.com/channel/UCsnLeX8hykP84VRYh3xu3fw>



What we do

Social Media

Operating several social media accounts,
each for a different target audience

KEK has hired new staff to take charge of
social media.

Plans to establish a clear strategy for more
effective operations.



@ILCNewsLine

@ILC_tsushin

@ILC_aaa



ILC_tsushin



ILC_tsushin

What we do

Survey

KEK regularly conducts surveys on ILC awareness. Using the internet, 500 randomly selected men and women in their 20s to 60s were asked about their awareness of large-scale science programmes.

The internet was the number one means of accessing scientific knowledge at 76.3% (78.8% in 2021 survey), followed by television at 69.8% (65%). YouTube had the highest growth rate, with 44.8% using science. KEK will use these data to develop strategies to increase awareness further.



Challenge

Challenge

"It is extremely difficult to communicate about a future project that does not yet exist."

- This will apply to any big future projects.
- To achieve successful results, community must be "liked" by public

Challenge

How can we be "liked" by the public?

Here are some tips from ChatGPT

Challenge

5 tips to be liked by public

1. Be Authentic and Transparent
2. Always communicate respectfully and positively. Focus on creating a positive and inclusive environment
3. Offer something of value to your audience
4. Actively engage with your audience, be adaptable and open to feedback and show that you value their input
5. Be consistent. Consistency helps build a reliable and trustworthy image

These are very basic tips for general communication.

But it is also effective for communication about future colliders!

Thank you very much for your attention

✉ communicators@linearcollider.org
rika.takahashi@kek.jp

🌐 <https://linearcollider.org>