



ILC Communication

Kick-off new phase of communication

Rika Takahashi
On behalf of ILC Communicators

ALCPG07
Fermilab – 22 October 2007



Communication Plan for the new phase

Goal : Build the ILC

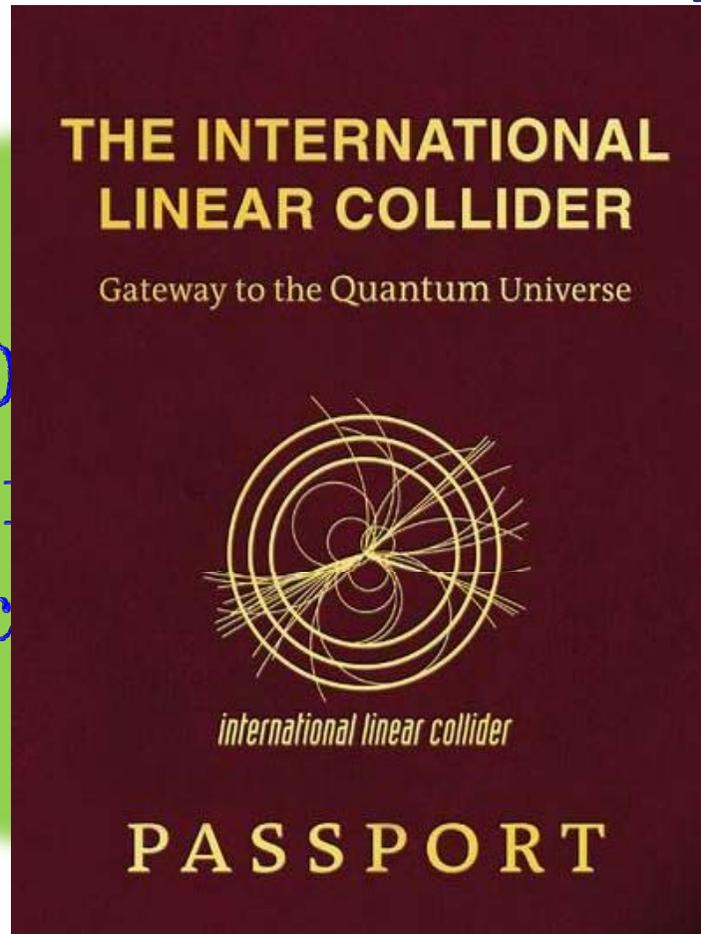
Internal Strategy: Over the next three years, continue to strengthen the ILC Collaboration as an international endeavor by speaking in one voice and uniting the scientific community. As the ILC moves into its Engineering Design Phase, communications also moves into a new phase that will have a larger focus on strategic external communications.

External Strategy: Over the next three years, gather support for the ILC. Explain and promote the global project to government and funding agencies by reaching out to the larger scientific community and key political representatives.



Gateway to the Quantum Universe

The printed version is finally available!



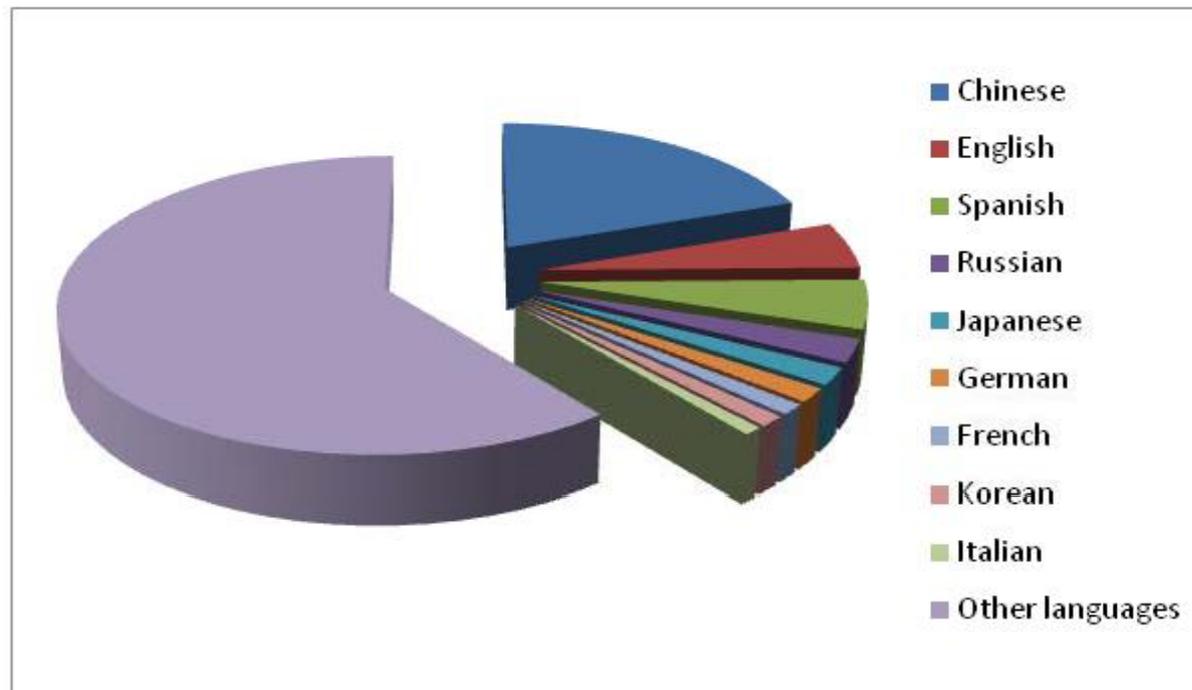


Gateway to the Quantum Universe

- **Translation**

- Translating into **8** different languages

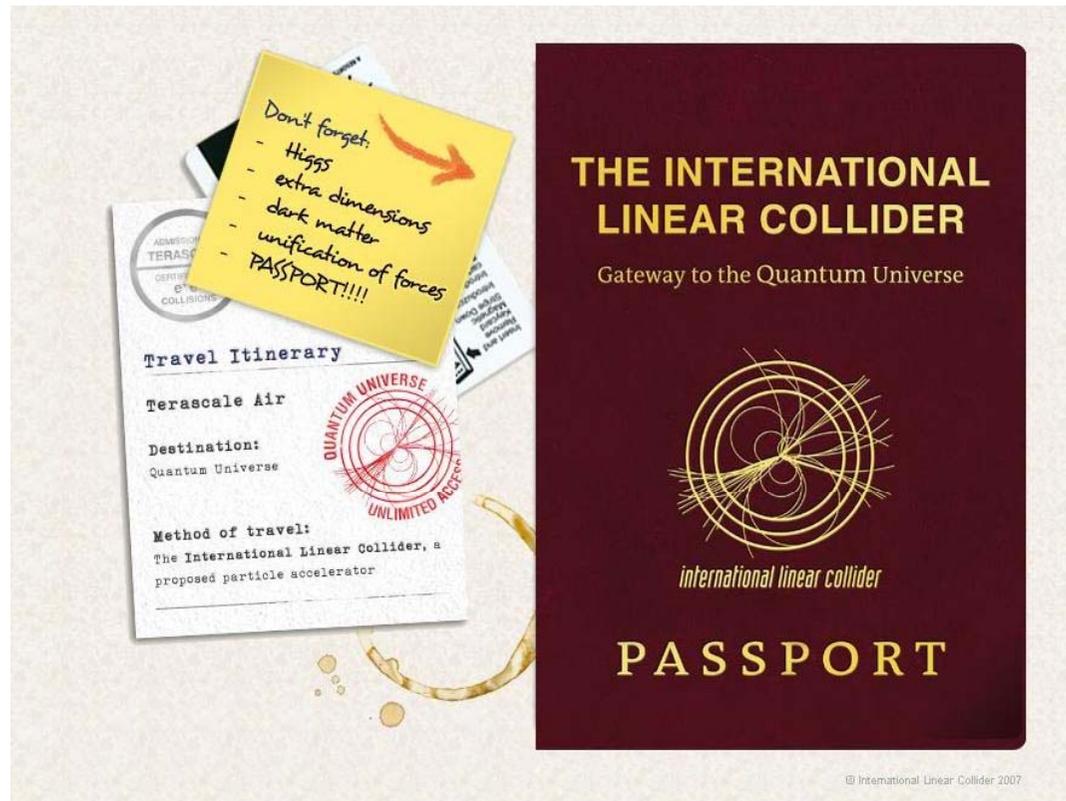
**French, German, Italian, Japanese, Korean
Chinese, Russian, and Spanish.**





Gateway to the Quantum Universe

<http://www.linearcollider.org/gateway>



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Gateway to the Quantum Universe

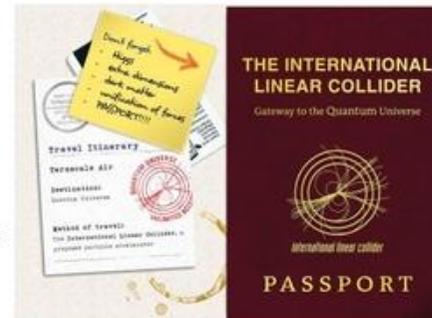
WIRED SCIENCE

Next-Gen Particle Collider's Slick New Sales Brochure

By John Borland  October 18, 2007 | 11:26:16 AM Categories: [Physics](#)

The folks behind the proposed International Linear Collider (ILC), a next-gen particle smasher that would complement Europe's Large Hadron Collider (LHC), have posted a slick new Web site explaining why their project is worth funding.

Old particle physics hands probably won't find anything new here, but for newcomers to the subject, people looking to catch up on recent discoveries and goals, or those trying to understand why two multi-billion dollar accelerators are necessary, the site is worth a visit. It offers a summary of the science involved, a useful outline of the ILC design and technical challenges, and a call to industry to help develop the tools needed.

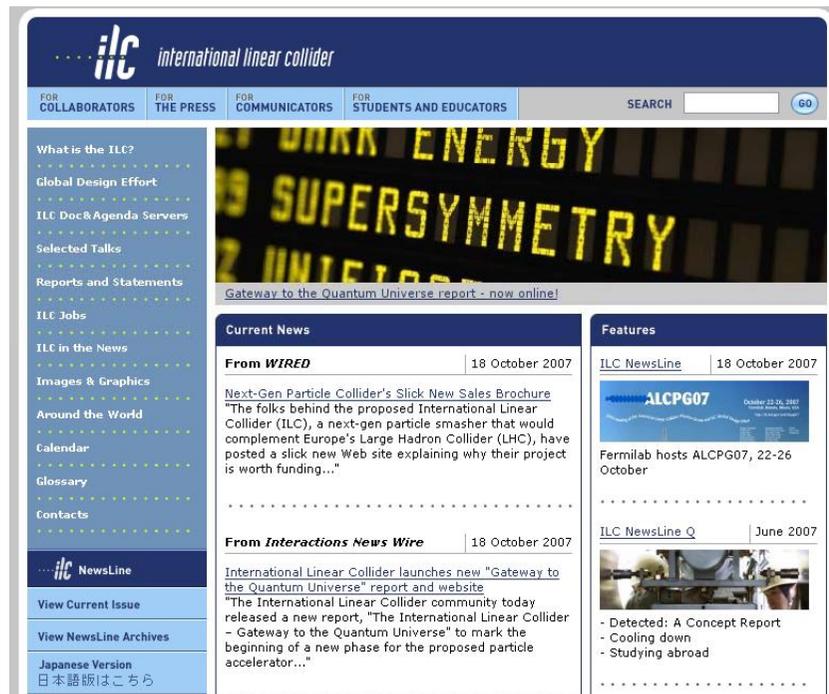


[Continue reading "Next-Gen Particle Collider's Slick New Sales Brochure" »](#)

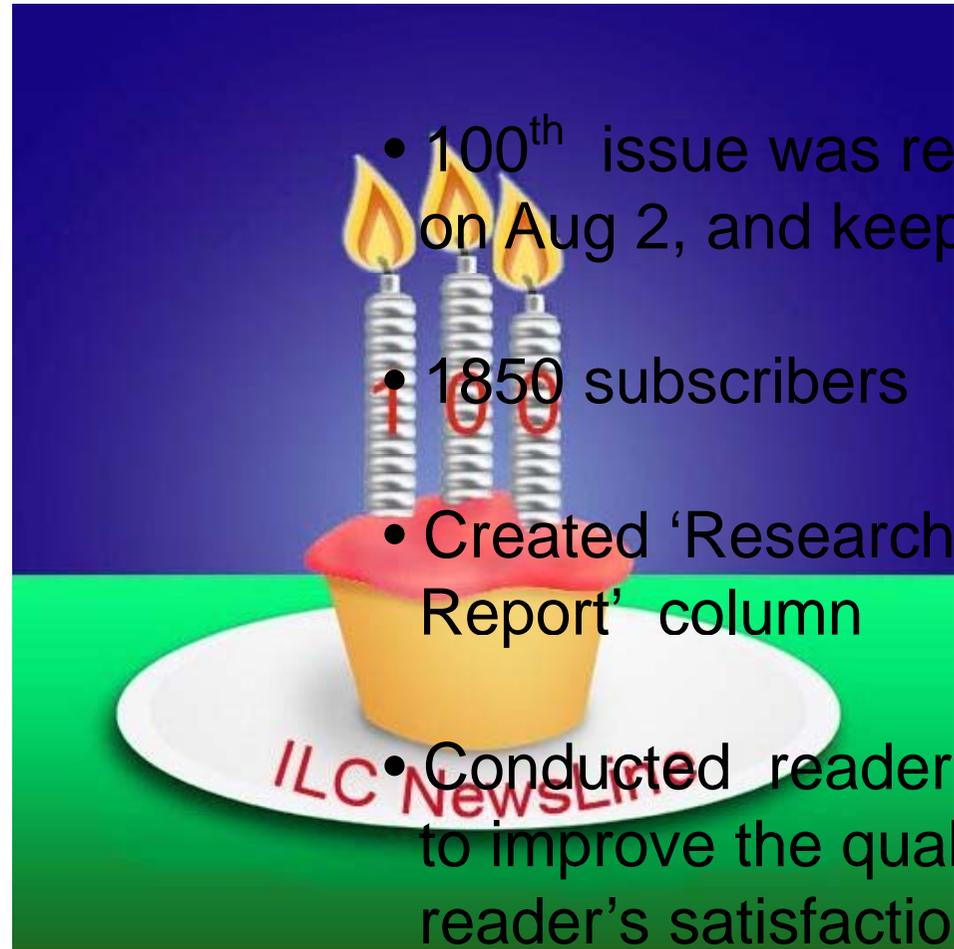
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ILC Web site



- Total access in September : 45240
- Restructuring for more user-friendly layout and easier navigation



- 100th issue was released on Aug 2, and keep going!
- 1850 subscribers
- Created 'Research Director's Report' column
- Conducted reader's survey to improve the quality and reader's satisfaction.



NewsLine Survey

- We have received over 400 responses with valuable feedbacks and comments
- More subscribers in scientific community
- Request for more stories about physics



NewsLine Survey

communicators@linearcollider.org

**YOU communicate with others
through ILC communicator.**



NewsLine Quarterly



- 3rd issue just published
- intended for government officials, policy makers and funding agencies

• Design award winner!!

**2007 American Graphic Design Awards
presented by Graphic Design USA
and sponsored by Adobe**



What's going on in each region

Americas

- ILC Americas FY07 Progress Report
- Fermilab ILC Citizens' Task Force
- symmetry magazine
- Giving lots of tours of Fermilab's SRF facilities!



What's going on in each region

Europe

- Close links with European ILC and LHC outreach groups
- Participate in Euroscience Open Forum (ESOF) 2008
- Produce specific material
- FP7 "ILC preparatory phase"
includes a communication workpackage



What's going on in each region

Asia

- Executive summary in Korean
- Executive summary in Chinese will be ready in November



What's going on in each region

Asia

- ILC NewsLine in Japanese – every week
- ILC News Letter – every month
- Pod casting scientist 's talk
- ILC talks at the Science cafe



What's going on in each region

Asia

- Movie shooting at KEK
- Publications for broader audience
- Programs for students



For the Whole ILC Community



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Barbara Warmbein

Elizabeth Clements

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ALCPG07

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