

# 国際リニアコライダー (\*)

## Communications challenges

Perrine Royole-Degieux  
royole@in2p3.fr

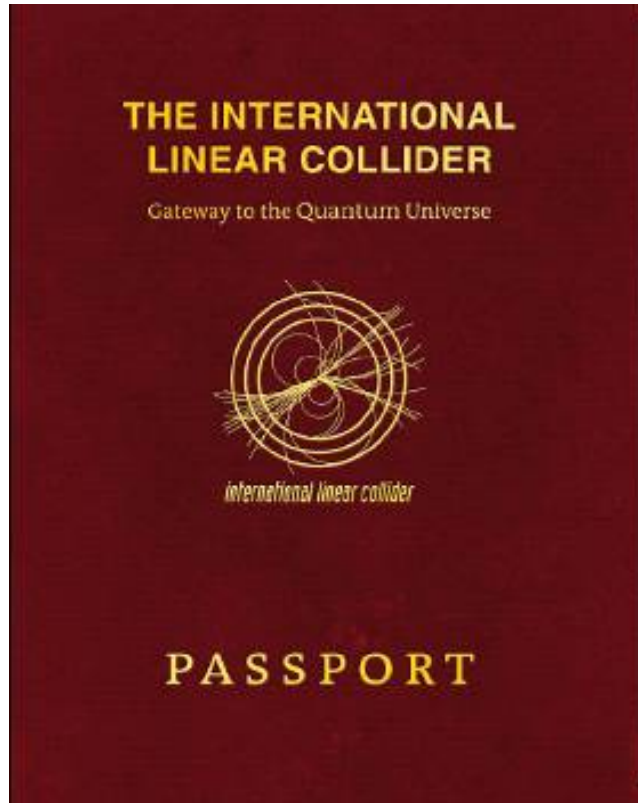
\* international linear collider



Taking a hit: high-energy physics at Fermilab faces severe cuts in funds in the budget approved by Congress.

## **Budget blow to US science**

# **Consequences of US crisis**



- website :  
[www.linearcollider.org/gateway](http://www.linearcollider.org/gateway)
- Many translations foreseen
- Released August 2007

**BUT...**

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To arrive at an estimate, the GDR used a value accounting process that is becoming standard for international scientific projects.



### The next steps

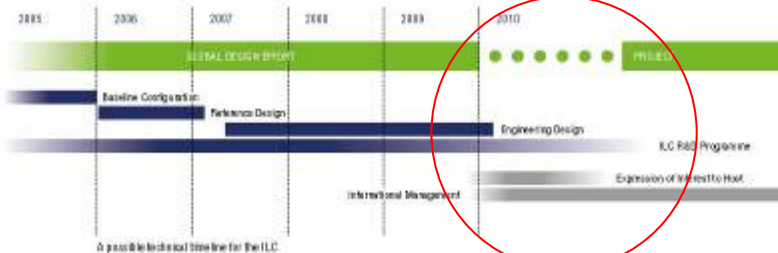
Since the decision to use superconducting technology in mid-2004 and the subsequent foundation of the GDR in early 2005, the ILC has made remarkable progress. The publication of the RDR completes this initial phase and marks the beginning of a new era.

In the next steps we will evolve and improve the design through continuing R&D and value engineering. We aim to make engineering choices for further optimizing the performance relative to cost. This process will take two to three years using the solid basis provided by the RDR, and will lead to a detailed Engineering Design Report by 2010. The EDR will form a "blueprint" with a refined cost estimate, so that ILC construction could start at the selected site early in the next decade. In parallel, the WorldWide Study teams will continue to perfect the designs of the particle detectors. Starting from the formal project approval, we estimate the time for construction of the accelerator complex and detectors to be approximately seven years.

**“This process will take two to three years using the solid basis provided by the RDR, and will lead to a detailed ~~Engineering Design Report by 2010.~~”**

## 2 options:

- ~~reprint the whole...~~
- ~~paste stickers and reship~~





Fab four -1

we reorganise...



# has our plan changed?

« **External Strategy:** 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. »

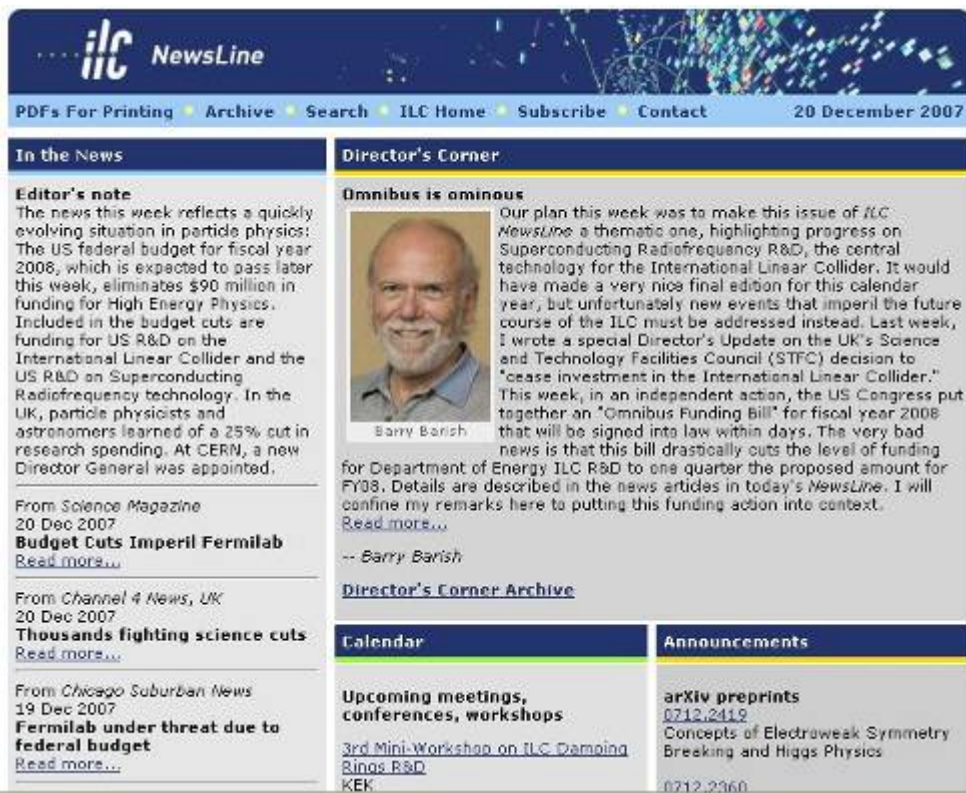
More than ever,  
communication will mostly be external



# Global communication tools

**internal:** united international community

**external:** international endeavour, speaking in one voice



**ILC NewsLine**  
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**In the News**

**Editor's note**  
 The news this week reflects a quickly evolving situation in particle physics: The US federal budget for fiscal year 2008, which is expected to pass later this week, eliminates \$90 million in funding for High Energy Physics. Included in the budget cuts are funding for US R&D on the International Linear Collider and the US R&D on Superconducting Radiofrequency technology. In the UK, particle physicists and astronomers learned of a 25% cut in research spending. At CERN, a new Director General was appointed.


From *Science Magazine*  
 20 Dec 2007  
**Budget Cuts Imperil Fermilab**  
[Read more...](#)

From *Channel 4 News, UK*  
 20 Dec 2007  
**Thousands fighting science cuts**  
[Read more...](#)

From *Chicago Suburban News*  
 19 Dec 2007  
**Fermilab under threat due to federal budget**  
[Read more...](#)

**Director's Corner**

**Omnibus is ominous**



Barry Barish

Our plan this week was to make this issue of *ILC NewsLine* a thematic one, highlighting progress on Superconducting Radiofrequency R&D, the central technology for the International Linear Collider. It would have made a very nice final edition for this calendar year, but unfortunately new events that imperil the future course of the ILC must be addressed instead. Last week, I wrote a special Director's Update on the UK's Science and Technology Facilities Council (STFC) decision to "cease investment in the International Linear Collider." This week, in an independent action, the US Congress put together an "Omnibus Funding Bill" for fiscal year 2008 that will be signed into law within days. The very bad news is that this bill drastically cuts the level of funding for Department of Energy ILC R&D to one quarter the proposed amount for FY08. Details are described in the news articles in today's *NewsLine*. I will confine my remarks here to putting this funding action into context.  
[Read more...](#)

-- Barry Barish

[Director's Corner Archive](#)

**Calendar**

**Upcoming meetings, conferences, workshops**

[3rd Mini-Workshop on ILC Damping Rings R&D](#)  
 KEK  
 0212.2360

**Announcements**

**arXiv preprints**  
 0712.2419  
 Concepts of Electroweak Symmetry Breaking and Higgs Physics

- 2010 subscribers (1685 last year)
- support during crisis
- lack of US news and manpower !!

mainly internal





- constantly updated
- under revision

both internal and external



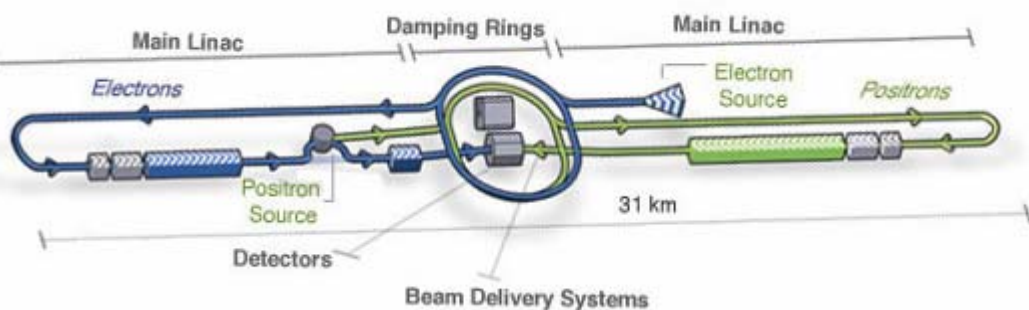
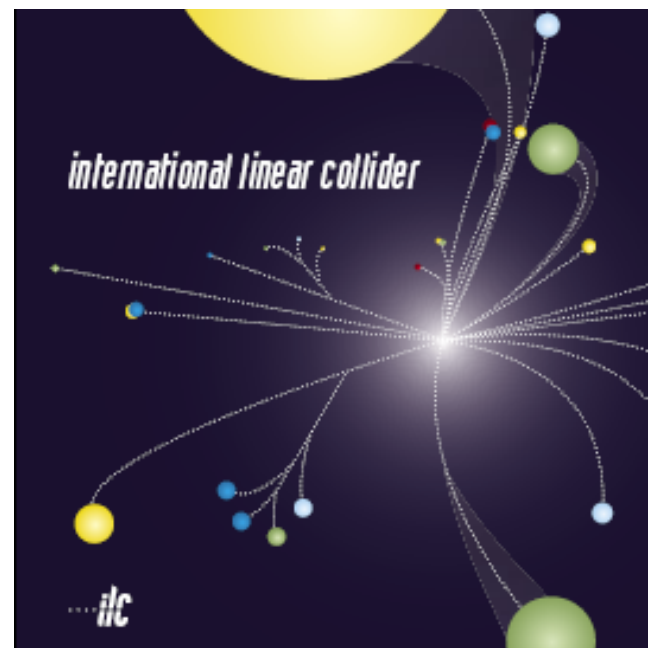
- 4th issue was thematic
- for decision makers
- [www.linearcollider.org/newslineq](http://www.linearcollider.org/newslineq)
- English only...



mainly external



- brochures
- images
- photos
- graphics





# Regional communication tools

mainly external :

- at least 9 main languages
- cultural specificities
- different groups of people to be addressed
- dedicated messages for each region/country



# translations - “Gateway” document



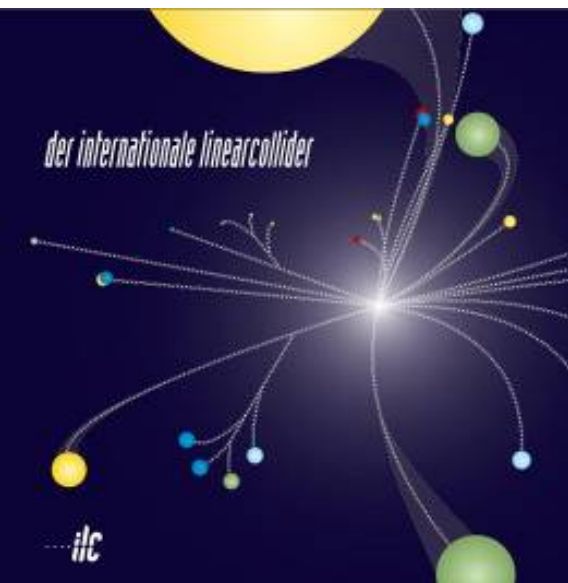
**Japanese**



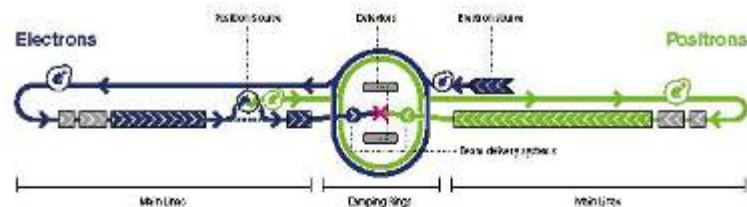
**Chinese, Korean**



**German, French,  
Russian, Italian,  
Spanish**



- translate global documents
- produce specific one-pagers, brochures...



입자물리학은 우리의 삶을 더욱 흥미롭게 한다. ILC는 재능이 있는 인재들을 과학기술 분야로 끌어들이고 미래의 과학자와 기술자들을 양성할 수 있도록 할 것이다. 이런 인재들은 기술을 더욱 발전시켜 이 기술을 과학과 산업에도 많이 응용할 것이다. 지난 세기동안 기초연구에서 파생된 지식이 세계 경제와 인류 문화를 변화시켜 왔다는 사실은 모두가 주지하는 바이다.

기초과학 연구를 통하여 상상현황에 기여할 수 있는 역량이 중요하지만, 원래 목적은 우리가 살고 있는 세상을 더욱 깊이 탐험하는 것이라는 사실을 잊지 말아야 한다. 상상현황의 원리를 탐구하고 이해하고자 하는 우리의 본능은 인간만이 지니고 있는 특성 중에서도 가장 중요한 요소이다. 우리가 ILC를 건설하고 또 이를 이용하여 궁극적으로 우주의 가장 큰 의문들을 밝히고자 하는 동기는 바로 이러한 탐구정신인 것이다.

다른 차원의 존재나 암흑물질이 어떻게 사리를 다르게 변화시킬지 아직은 아무도 알지 못한다. 그렇지만 우리가 지금 개발하고 있는 이 설비로부터 얻을 수 있는 직접적인 혜택은 세계 예측할 수 있는 몇 가지 예를 들자면 의학, 교통, 생물학에서의 실시간 영상기법, 새로운 컴퓨터 기술의 개발과 통신 그리고 그래픽 산업에서의 새로운 영상 장치들이 있다.



to reach us

[communicators@linearcollider.org](mailto:communicators@linearcollider.org)



ご静聴ありがとうございました。(\*)



\* thank you for your attention