

# ILC Communications

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## Compelling Elements

### More challenges

Not understanding the needs of the audience, knowing how to present ideas to audiences, discussing a project that is so far from now

We need proper plans, coherent guidance and action from the professionals; they must take the lead and drag the physicists in. committees of physicists alone will get us nowhere

Forgetting to put science first. Lack of coordination / strategic planning ("Let's do a brochure!")

Failure to check messages with audiences.

Not enough resources

Potential for division among regions, laboratories (e.g. CLIC vs. ILC)

Too many words on a transparency!

Inadequate supply of fabulous images; insufficient /inadequate visual tools my audiences find CERN graphics too childish

Within the US political environment, the ILC must be more ethnically inclusive so as to garner important votes from all sectors of Congress.

Inability to overcome sociological problems to manage a global democratic effort.

Unable to address "how" to enthuse people with something they cannot see, difficult to understand, and the need for daily life is not obvious. Nice pictures will not enough

### Communications challenges

Confidence/excellence perceived as arrogance  
Arrogance

ILC scientists are amazingly poor public speakers, barely able to communicate with their peers much less with anyone outside of the ILC field, incapable of thinking far enough outside their own box to think through how to present ILC to normal people, and utterly unable to convey enthusiasm.

Requires too much time to get people to understand the background and rationale behind project. Very difficult to do a 30 second or even a 30 minute sound bite. Explaining something as esoteric as Higgs / Dark Energy

Lack of practical applications  
Experts who are not yet humbled by the challenge

Dismissive regard for anything "not invented here"

The generally poor scientific understanding of the American public and its representatives in Congress.

Inability to communicate: the old saw about not being able to teach what you don't understand comes to mind.

Being unwilling to work hard to find the right and effective analogy for the audience you're addressing.

Not differentiated in significantly positive way (s) from other scientific initiatives – "just another one of those science things"

Physics community using too much jargon and avoiding true facts

Unable to make EPP fascinating

*Educating next generation of world scientists; thousands of collective minds*

*Maintain USA's leading role; dark matter, extra dimensions; electroweak; theories*

*Developing 21<sup>st</sup> century instruments; potential spin-offs; precision*

*Shared curiosity about the nature of the world; "gee whiz!"*

*High discovery potential in basic sciences; answers to questions*

*How the study of the very large and very small is converging*

**MISSION**  
Fund ILC R&D  
Fund building ILC  
Terrific press  
Scientific engagement  
Popular support  
Young scientists join

**2. Post workshop:** Develop plan for next year or two. Develop aids and materials for variety of audiences. Train presenters.

**1. Workshop:** Understanding ILC audience (s); agreeing on consistent, credible, compelling message/strategy for each (and avoid pitfalls); Guidance how to proceed with global ILC outreach