

ILC Communications

draft 7/11/06

STAKEHOLDERS & NEEDS

- Feeling they are part of the project: providing input, actively participating, using output, staying connected, collaborating, developing trust

- Great stories

- A digestible explanation for why there should be an ILC, one which they can remember and use with their constituents; need clear, effective, brief inputs on what we do and what we want. Regular updates. Understanding their role. Credit for them. Includes ICFA, ECFA, ACFA, HEPAP, OECD, IUPAP, JPS, EPS, APS, DPF

ILC Physics Community

Public media

Gov't officials; policy makers; opinion leaders; influential citizens

Communication Goals

Building the ILC

PR: Favorable coverage; "Buzz!"

Gov't officials request presentations and refer to benefits

Increased recruitment of young scientists
Increased comprehension: purposes; approach

Target for government & NGO initiatives

Endorsed: American Competitiveness Initiative.

Intermediate goal: funding for ILC R&D.

Participation: ILC community
Support outside HEP community.

Taxpayers / general public / country cultures

Young scientists: college / post-doc

- An understanding of why the ILC is an exciting and challenging project that they want to participate in.

Funding agencies

HEP community worldwide; nat'l labs; regional HEP

- Get with the program; BELIEVE; play nicely with others; credit for all; synergy with LHC

Business, industry, professional societies

Non-ILC science community; other physics fields

- Need to understand project well enough to know what business opportunities will exist.

- Compelling science; understanding how increase in science in one area increases all other areas; what's in it for them

What Differentiates ILC from Other Scientific Research Initiatives?

- Designed, funded, managed and operated as a fully international scientific project
- Dedication of the people working on it
- Yields productivity and scientific payback
- Beautiful model for future int'l initiatives, Addressing basic 'where did it [the universe] all come from?' questions
- If it is not built, the field could die.
- Extreme technical challenges of nanobeams

Neighbors / affected communities

- Meaningful involvement in planning and decision-making; allay concerns; excitement about physics