

Report from the Meeting of the ILC Communicators

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ILC@DESY Project Meeting
18th February 2005

The ILC Communicators

The International Linear Collider Communication Group

Jonathan Bagger, Johns Hopkins University, USA

Philip Bambade, LAL, France

Phil Burrows, Queen Mary University, UK

Neil Calder, SLAC, USA

Giorgio Chiarelli, Istituto Nazionale di Fisica Nucleare -Sezione di Pisa, Italy

KB → Petra Folkerts, DESY, Germany

James Gillies, CERN, Switzerland

Judy Jackson, Fermilab, USA

Michael Kobel, Physikalisches Institut, Universitaet Bonn, Germany

Sachio Komamiya, University of Tokyo, Japan

Francois le Diberder, IN2P3, France

Youhei Morita, KEK, Japan

Jim Siegrist, Berkeley Lab, USA

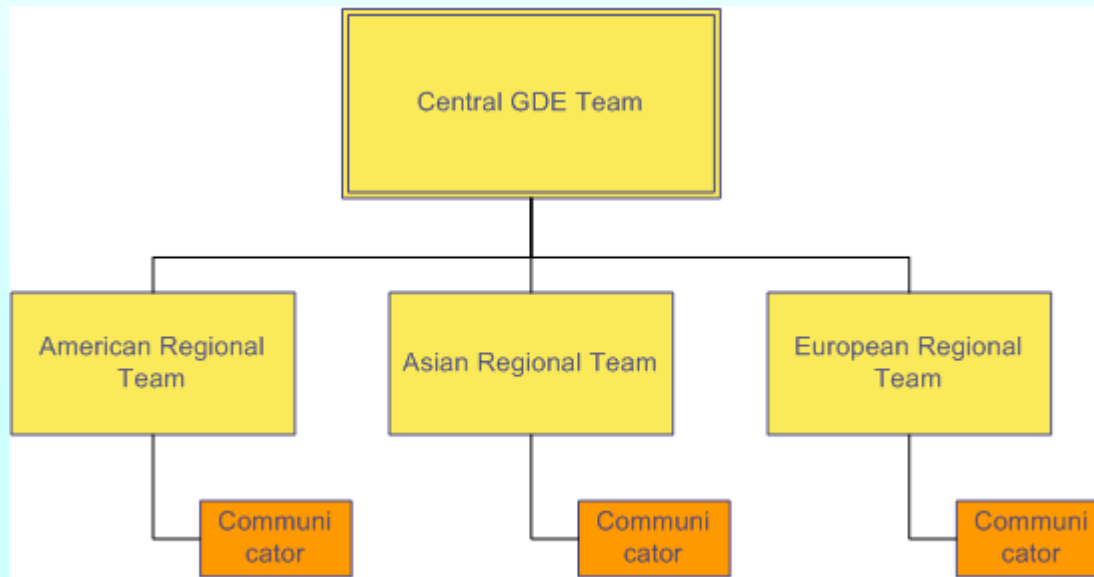
Harry Weerts, Michigan State University, USA

- Work Group 6 of the ILC WS
- Develop stratetic communication plan for the ILC
- Use collaborative strategic communication to build support for moving the ILC from PowerPoint to Interaction Point
 - Develop common messages
 - Operate ILC webpage at interactions.org
 - Invent ILC logo
 - (...)

The ILC Newsletter

- Weekly newsletter for the ILC community:
 - Level: easy reading for HEP people
 - Team building in the community
 - Internal outreach (to the rest of the HEP community)
 - Maybe funding agencies, scientific media, etc.
- 3 editors (one per region) needed:
 - Plan: ask for 3 FTEs to serve as regional communication experts
 - Funding unclear
- If 2 FTEs can be brought into place in time:
 - Launch at Snowmass

Role of local communicators



- ‚Plugin‘ to the regional GDE teams
- This group should evolve to be the official communication channel of the GDE
- Editors of the weekly ILC newsletter
- Responsibility for all ILC communication issues:
 - Webpages
 - Posters
 - Exhibits
 - Texts
 - (...)

Collaboration tool proposal

- ILC@DESY GANCOMM working group developed a proposal for a collaboration tool and methodology
- Draft was delivered to the Communicators
- They promised to take it to their home labs and forward it to the relevant people for discussions

ILC Logo

Some proposals were shown,
not for the public yet !

Rating as shown by the comments of the communicators present:

1st place: „This looks like the logo of a big logistics company“

2nd place: „This looks like the logo of the European Central Bank“

Last place: „What is that? This looks like a set of colliding sex toys!“

Conclusion: „Let's get back to the drawing boards“

New ideas were discussed, stay tuned. Goal: Have the logo ready at LCWS.