



ILC Communications – The Year Ahead

Elizabeth Clements
ILC-Americas



What a year!



Snowmass, August 2005

Vancouver, July 2006



Feature Story

And Yet They Will Collide



Phil Burrows, Queen Mary University

Despite the nanometer size of the bunches of electrons and positrons produced at the future International Linear Collider, they will collide!

The ILC will produce the tiniest particle beams ever created, some 10 billion electrons and positrons packed into five-nanometer beams. Controlling the alignment of the beam will be crucial. Further, after interaction, the 10 Megawatt beam must be extracted safely, to protect

Feature Story

Hot Talks on Cold Technology



Kenji Saito, KEK

Determining the cavity gradient and the Q-value performance parameter of the superconducting cavity are some of the major focuses for ILC Working Group 5 at the Snowmass Workshops. "We had a very hot discussion on whether we start with 30 MV/m or 35 MV/m gradient as a start of the ILC operation, among other things," says Prof. Kenji Saito, an accelerator physicist from KEK. "The good thing about this workshop is that the people who are actually working on the cavities around the world get together and are reaching

Director's Corner

I have been writing the Director's Corner weekly since 8 June 2005, and this edition represents my tenth column. It was never my intent that the Director's Corner be a standalone communication, but rather that it be part of a weekly newsletter called *ILC NewsLine*. I began writing my column before *ILC NewsLine* started, however, due to the high demand to know the latest news about the GDE. I am happy to announce that as of today, my column will become a regular feature of *ILC NewsLine*, which will now become our main communication tool for the global ILC community.



Barry Barish


Each issue of *ILC NewsLine* will contain feature stories, profiles, images, news articles, announcements and a calendar. The GDE Regional Directors and GDE Deputy Directors will also regularly

Launched ILC NewsLine on 18 August 2005



Also at Snowmass...

The screenshot shows the ILC website homepage. At the top left is the ILC logo and the text "international linear collider". Below this is a navigation bar with links for "FOR COLLABORATORS", "FOR THE PRESS", "FOR COMMUNICATORS", and "FOR STUDENTS AND EDUCATORS". To the right of the navigation bar is a search box with a "GO" button. The main content area is divided into several sections:

- Left Sidebar:** A vertical menu with links: "What is the ILC?", "Global Design Effort", "Talks", "Reports and Statements", "ILC Jobs", "ILC in the News", "Images & Graphics", "Around the World", "Calendar", "Glossary", and "Contacts". At the bottom of the sidebar is a "NewsLine" section with a "View Current Issue" link.
- Main Content Area:** A large image of a lake at sunset with mountains in the background. Below the image is the caption: "Vancouver Linear Collider Workshop 19-22 July 2006 (Image Courtesy of TRIUMF)".
- Current News:** A section with two articles:
 - From *Newsday.com*** | 30 July 2006
[Asleep at the collider](#)
"Elementary particle physics - the study of the smallest components of matter: the parts inside the parts inside the atom - is at a crossroads in the United States..."
 - From *Science Magazine*** | 21 July 2006
[Europe Draws Up Road Map, With Added CLICs](#)
"European particle physicists last week laid out their priorities for the future in a document that gives top priority to the study of the proposed Linear Collider at..."
- Features:** A section with one article:
 - ILC NewsLine** | 27 July 2006

RDR and DCR on Schedule at VLCW06
[Discovering the Quantum Universe](#)

Launched www.linearcollider.org



Graphic Standards

international linear collider



ilc

Title here

Presenter
GDE

Date Dept Global Design Effort I

ilc

international linear collider

Name
Organization
Address Line One
Address Line Two
Date

Dear Someone,

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Hot off the press!

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THE NEW YORK TIMES EDITORIAL/LETTERS THURSDAY, MAY 18, 2006

thus nullify them with another of his

Editorial Observer/VERLYN KLINKENBORG

Renewing America's Commitment to Research in High-Energy Physics

In October 2003, I gave an evening talk at the Fermi National Accelerator Laboratory in Batavia, Illinois. The subject was nature on the familiar scale, the kind embodied in the restored prairie on the Fermilab campus — some 1,200 acres of compass plant and rattlesnake master and other species. But it's impossible to visit a place like Fermilab without thinking about nature on another dimension, the subatomic one being studied in the Tevatron collider, which looks from the sky like an enormous, moated ring.

In the Tevatron, subatomic particles are accelerated to extremely high speeds and crashed into each other within a detector chamber. That afternoon, I clambered through

the scaffolding around the detector chamber as scientists tried to explain to me what it all meant. To me it looked like an incomprehensible array of electronics several stories high. The detector's purpose is to capture a computerized image of the debris of each antiproton-proton collision. The particles that emerge — varieties of quarks and mesons, for instance — seem at first to have nothing to do with nature as we know it on the human scale.

Except, of course, that they have everything to do with how the universe itself was formed.

There is a basic rule about colliders. The smaller or more evanescent the particle you are trying to observe, the more energy it takes.

Building the tools that can study the universe's birth.

Studying particle collisions at ever higher and higher energies is the only way to directly investigate the conditions that prevailed during the earliest microfractions of a second after the Big Bang. Moving further back in time — closer to the Big Bang — will mean bigger machines.

At Fermilab, many people were looking almost wistfully over the horizon to 2007, when the Large Hadron

Collider outside Geneva comes on line. That is where the coming generation of groundbreaking experiments will take place.

The planning for the next particle accelerator after the Large Hadron Collider — the International Linear Collider, some 20 miles long — has already begun, and there is serious debate about where to build it. Recently, a National Research Council panel recommended that the United States should make a determined effort to build the International Linear Collider in this country as part of an international consortium.

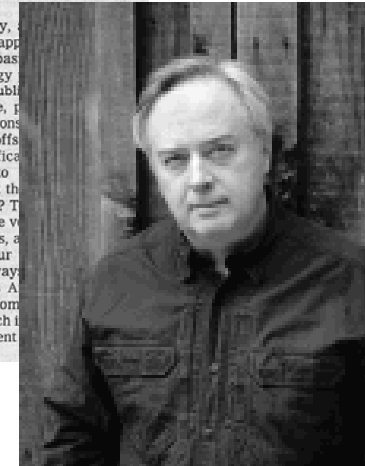
There's no globalization like the globalization of science. A single major experiment at Fermilab often involves dozens, if not hundreds, of

physicists and technicians from all over the world. The same will be true at the Large Hadron Collider, which is run by a 20-nation coalition. The research planned for Switzerland, and those experiments will in turn shape the experiments planned for the International Linear Collider. But that doesn't mean there aren't significant advantages to being the project's host. If it isn't built here, American scientists will go wherever it is built to do their research. The overwhelming risk, the panel concluded, is that without this project, the thrust of high-energy physics in this country will simply die away.

This country desperately needs to recommit itself to basic research. In

the 21st century, 20 miles long happens of what basic like. High-energy explain to the public in simple, p for American cons pragmatic payoffs

But the justification we continue to questions about the in, or do we not? T one answer. The v are as a species, a expressed in our. And in many way who we are as A pressed in the com to basic research i That commitment



Verlyn Klinkenberg

New York Times

New Scientist

Nature

Chicago Tribune

Science Magazine

Daily Herald

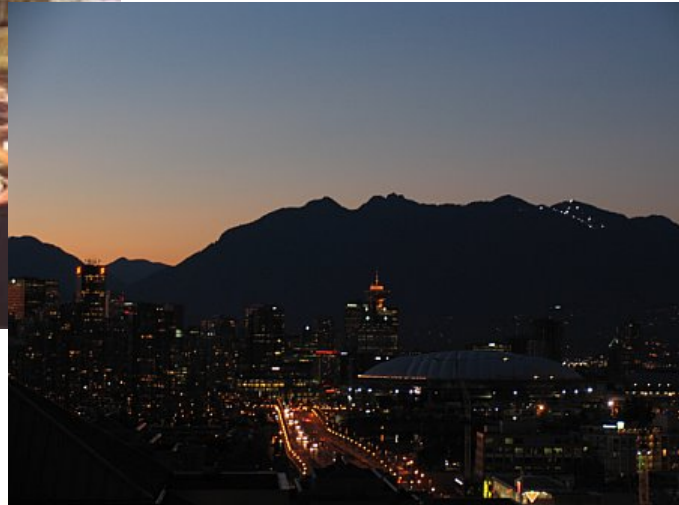
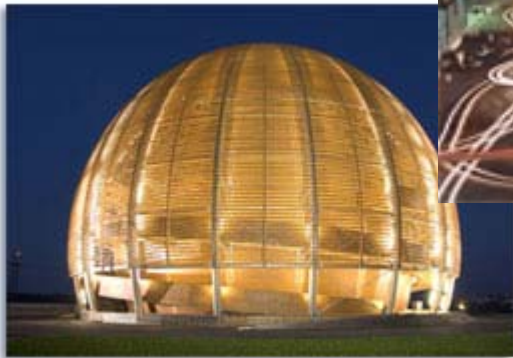
Economist

Kane County Chronicle

Coming Soon: Scientific American (2007)



Frequent Flyer Miles



2 August 2006

International Linear Collider

7



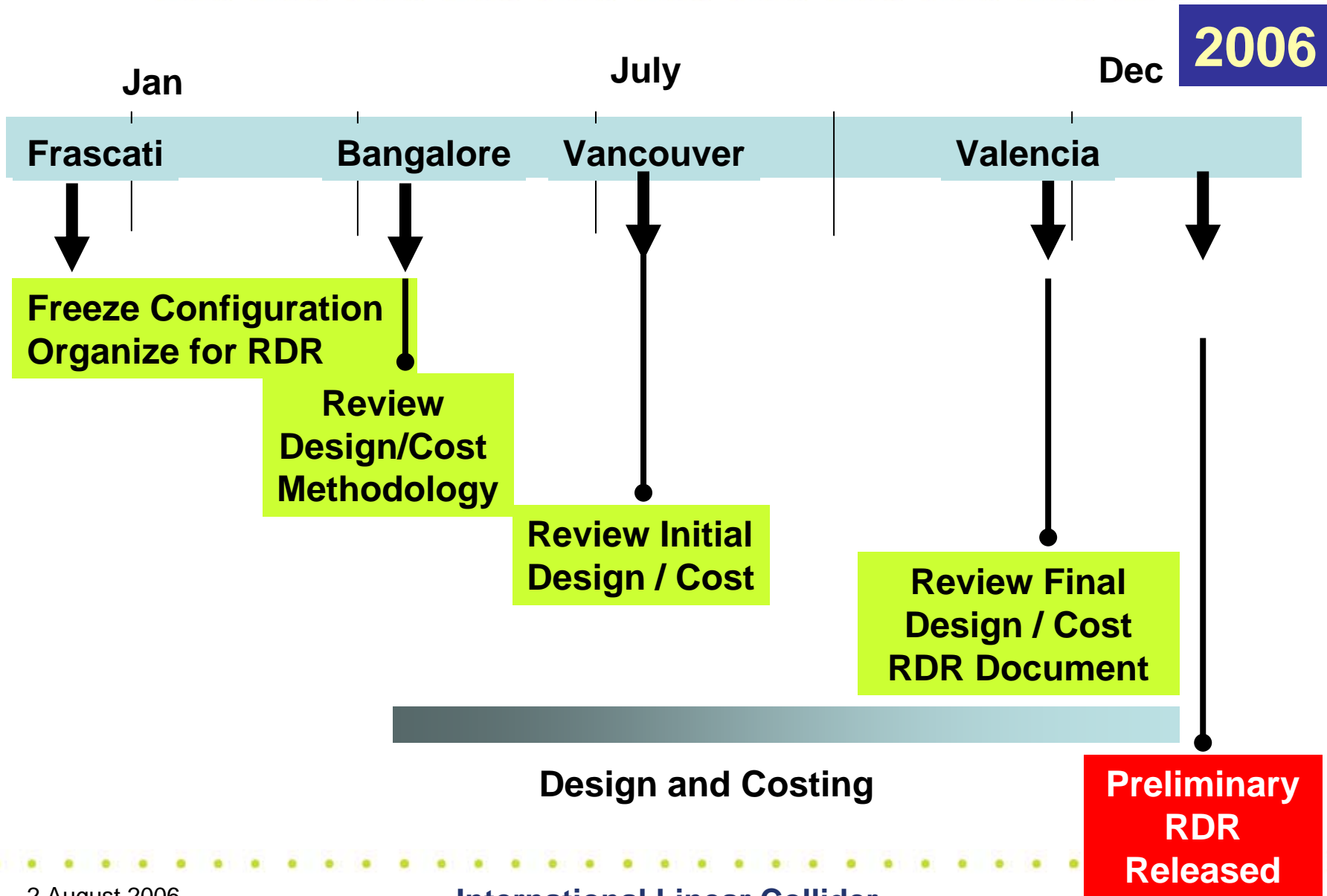
One year later...



A truly global communications team



Now the real campaign begins...



2 August 2006

International Linear Collider



Strategic Communications Plan

- Drafted a strategic communications plan for the ILC at VLCW06
- Jointly written by the four communicators



“Strengthen the ILC collaboration as an international endeavour by speaking in one voice and uniting the scientific community.”

“Glossy” ILC Report



- Translate the RDR and DCR into an exciting and enticing story for governments, funding agencies and policy-makers
- Lead with science!
- First Step: Appoint a board with chair, ILC communicators and representation from all regions and detector/machine communities
- Solicit feedback from our “customers” and produce a glossy report (25-35 pages?)
- Publish report in early 2007, coordinated with the preparation and release of the RDR and DCR
- Produce exhibit and report web site too



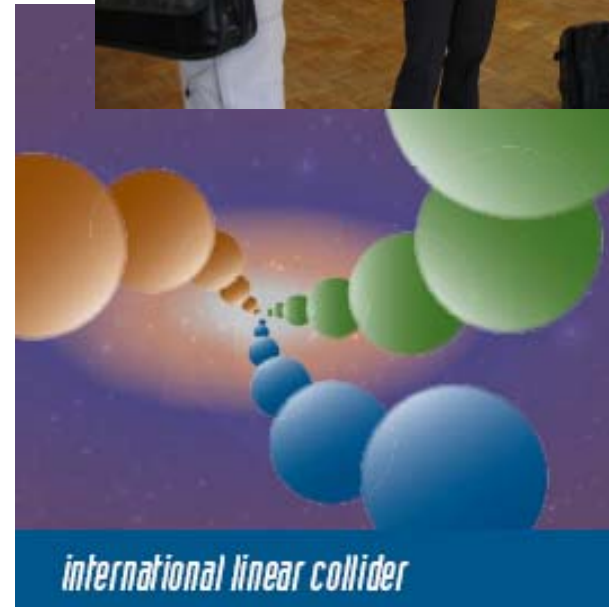
RDR/DCR Launch

- Serve as editors for the executive summaries in the Reference Design Report and Detector Concept Report
- Develop press strategy for costing announcement
- Issue press release and hold press conference when RDR/DCR is launched (?)
- Celebrate milestone with RDR-DCR Fest(?)



ILC Brochure

- Produce a general-purpose brochure that explains the science and technology behind the ILC
- Gathered feedback at VLCW06
- Go to press this fall





Web site content

- Create “What is it?” and “Why?” section
- Update ILC glossary
- Develop “Ask an Expert” section
- Enhance “For the Press” and “For Educators” pages
- Expand image bank with new photos, graphics and animations





ILC NewsLine

1,445 subscribers as of last week

ILC NewsLine
PDF For Printing | Archive | Search | ILC Home | Subscribe | Contact | 27 July 2006

Around The World
FCAL'S Best Friends
 Mechanical setup for irradiating the diamond sensors.
The forward calorimeters in the future ILC detectors will be an extremely hostile environment, and to be able to make measurements, the detectors have to be able to take a lot without giving in. That's why the [Forward Calorimeter Collaboration](#) is testing all its options and has just come back from Darmstadt University's S-DALINAC - for

Feature Story
RDR and DCR on Schedule at VLEW06
 Robu Toge asking a question during the closing plenary session at VLEW06.
In closing out last week's Vancouver Linear Collider Workshop 2006, Global Design Effort Director Barry Barish declared that the Reference Design Report (RDR) and Detector Concept Report (DCR) are on track to be released in draft form in early 2007. "We have seen a lot of costing

Director's Corner
Building and Testing a String of Cryomodules - a Task for S2
 Klystron Gallery in the Superconducting RF Test Facility under development at KEK.
An ambitious and crucial goal of the ILC R&D programme is to build and test a string of superconducting RF cryomodules that operate at or near the design gradient. Achieving such a milestone would help optimise the design and minimise the risks for full-scale production of the ILC main

ILC NewsLine
国際リニアコライダー計画 ILC Highlights

2006/07/30

ILC NewsLine 2006年7月27日号

ILC NewsLine 2006年7月27日号 [【英文記事】](#)

■世界の各地より

FCALの友 (FCAL'S Best Friends)

次世代のLC測定器の前方カロリメータ (FCAL) は、非常に厳しい環境で測定を行うので、多くのことに取り組まなければならない。そういうわけで[前方カロリメータコラボレーション](#)は全ての選択技術をテストし、ちゅうど測定器のダイヤモンド・センサーの耐放射性の結果を得て Darmstadt大学のS-DALINAC - 益佐導



LINEAR COLLIDER . OF LINKS

[ILC Home](#)

[ILC NewsLine \(英語\)](#)

[日本語ニュース\(ILC Info\)検索](#)

[ILC リニアコライダー計画](#)

最近の投稿

[ILC NewsLine 2006年7月27日号](#)

[ILC NewsLine 2006年7月20日号](#)

[ILC NewsLine 2006年7月13日号](#)

[ILC NewsLine 2006年7月6日号](#)

[ILC NewsLine 2006年6月29日号](#)

Now available in Japanese!

Time to take NewsLine to the next level....



NewsLine Survey

- **Used Survey Monkey, a free online tool**
- **Conducted survey over a 4-week period, starting on 25 April**
- **Sent out two email reminders and included periodic announcements in NewsLine**
- **32% response rate (404 out of 1274 subscribers)**
- **Approximately 50% of the GDE responded**



How often do you read NewsLine?

1. How often do you read NewsLine?			
		Response Percent	Response Total
Every week		77.4%	309
Every two weeks		15.3%	61
Once a month		5.8%	23
Every few months		0.8%	3
Never		0.8%	3
Total Respondents			399
(skipped this question)			5

93% of the respondents read NewsLine every week or every other week



What do people read?

3. When you read NewsLine, how often do you read the following sections?					
	Frequently	Sometimes	Rarely	Never	Response Average
Director's Corner	63% (245)	30% (118)	6% (22)	1% (5)	1.45
Features	55% (214)	40% (153)	4% (17)	1% (2)	1.50
News picked up from other sources	38% (142)	48% (182)	12% (46)	2% (7)	1.78
Calendar	35% (132)	35% (132)	24% (91)	5% (20)	2.00
Announcements	48% (183)	37% (139)	13% (48)	2% (8)	1.69
Total Respondents					395
(skipped this question)					9

- 63% read the Director's Corner frequently
- 86% feel that the Director's Corner keeps them informed about the most important issues for the ILC
- 55% read the feature stories frequently



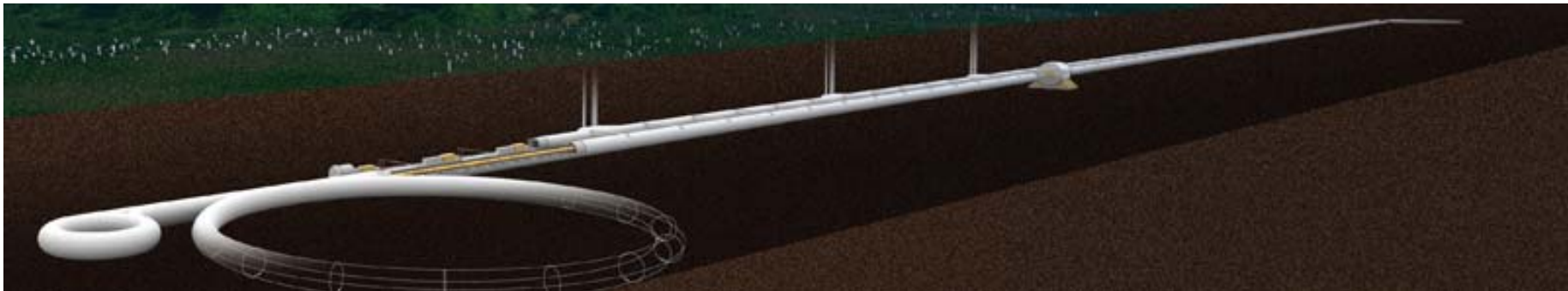
Content Suggestions

- More physics! More physics! More physics!
- More technology!
- More stories about opportunities for industry!
- More stories about graduate students and postdocs!
- More communication tips!
- Less profiles!
- Less fluff, more details and more reality!



Animations and Graphics

- Collect and develop animations and graphics to illustrate the machine, detectors and physics case for the ILC
- To be used in talks, Web pages, reports and exhibitions





InterAction Collaboration

- ILC Communicators recently joined the InterAction Collaboration
- Attended meeting at CERN in March
- Held dedicated ILC Communications meeting at KEK in May





ILC Press Release Policy

- Significant milestones for the design of the machine and detectors quickly approaching
- Need a set of guidelines for ILC press releases for the immediate future and beyond
 - **What warrants a press release?**
 - **What is the approval process?**
- Hold press release workshop at the InterAction Collaboration meeting in October at DESY



Communications Power!

- From now on, we will provide official ILC power strips and adaptors at workshops
- Create a “Communicators’ Lounge” at ILC meetings where people can drink coffee, relax, and talk to their communicators



Show me the money!

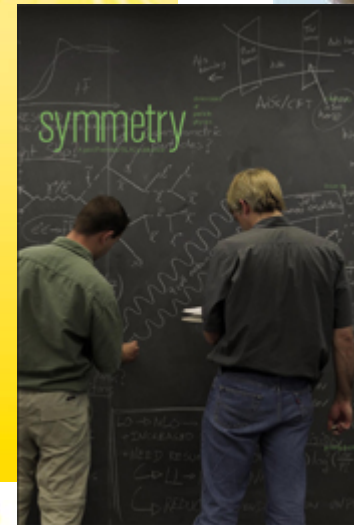
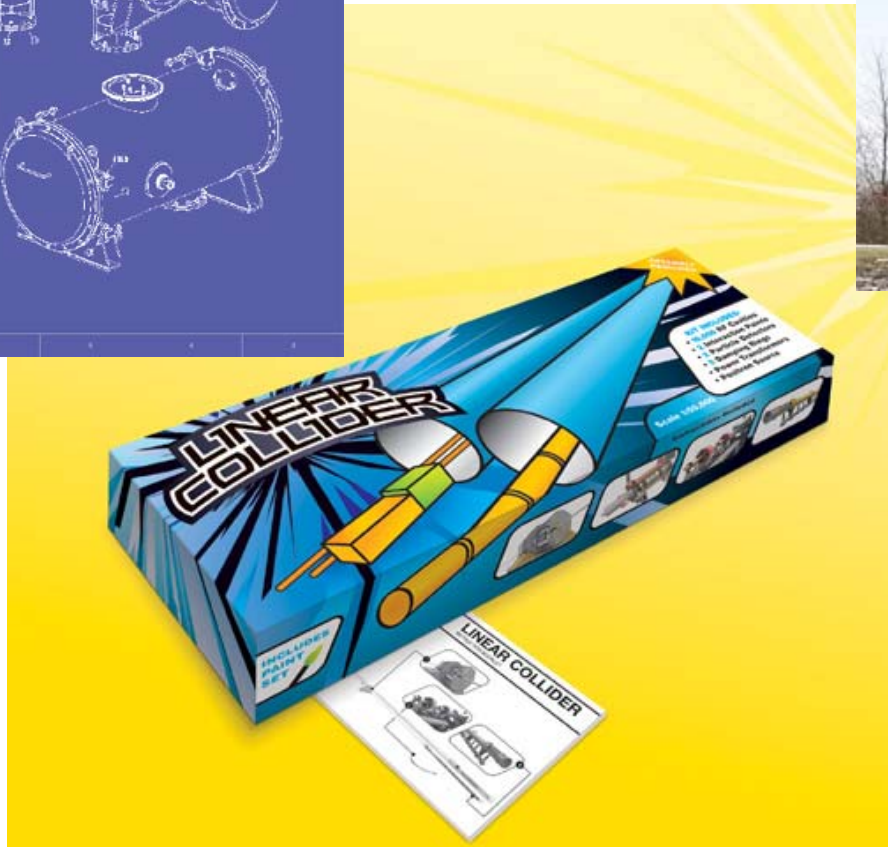
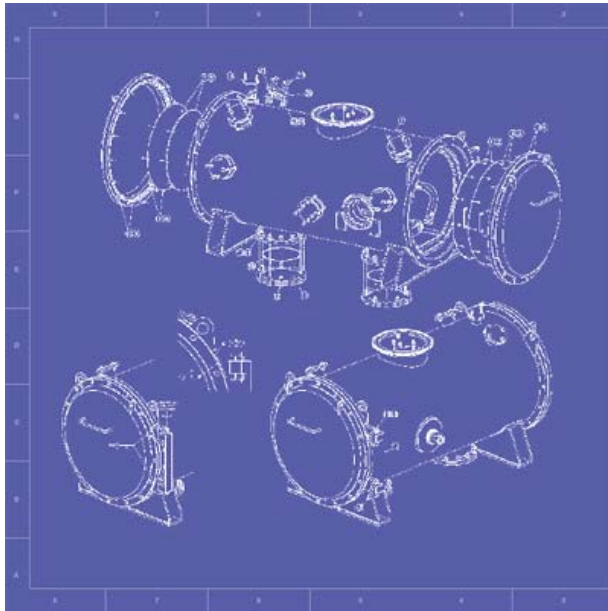
- GDE Common Fund can support certain activities (ie. power strips and coffee breaks)



- Other communications activities (reports, graphics, exhibits) will require assistance from other sources



symmetry magazine





Communications Workshop

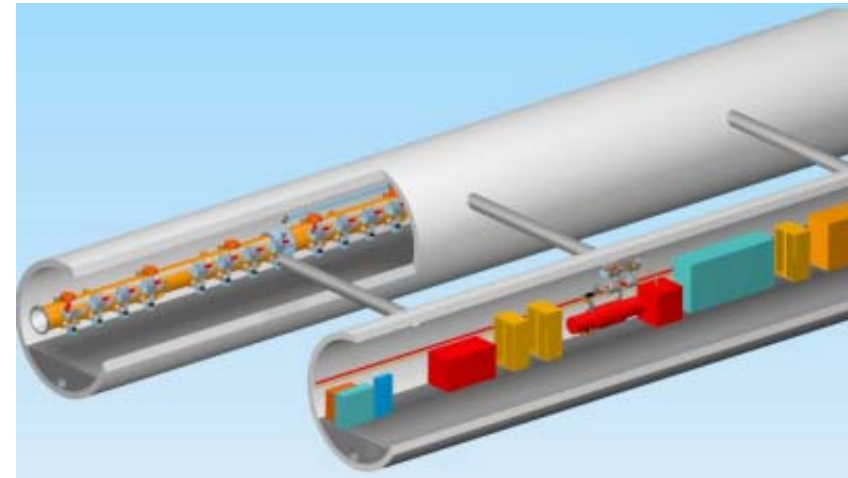
- Hosted by the LCSGA Communications Committee at VLCW06
- Facilitated by SLAC's Frank Topper
- Approximately 40 participants
- Key Message: Science First!





ILC Visitors' Facilities

- Never too early to start thinking about visitors' facilities for the ILC
- How can we give our visitors as real an experience as possible?
- Met with Conventional Facilities Group leaders at VLCW06
- Next: Talk to the GDE Executive Committee





Fermilab ILC Community Task Force

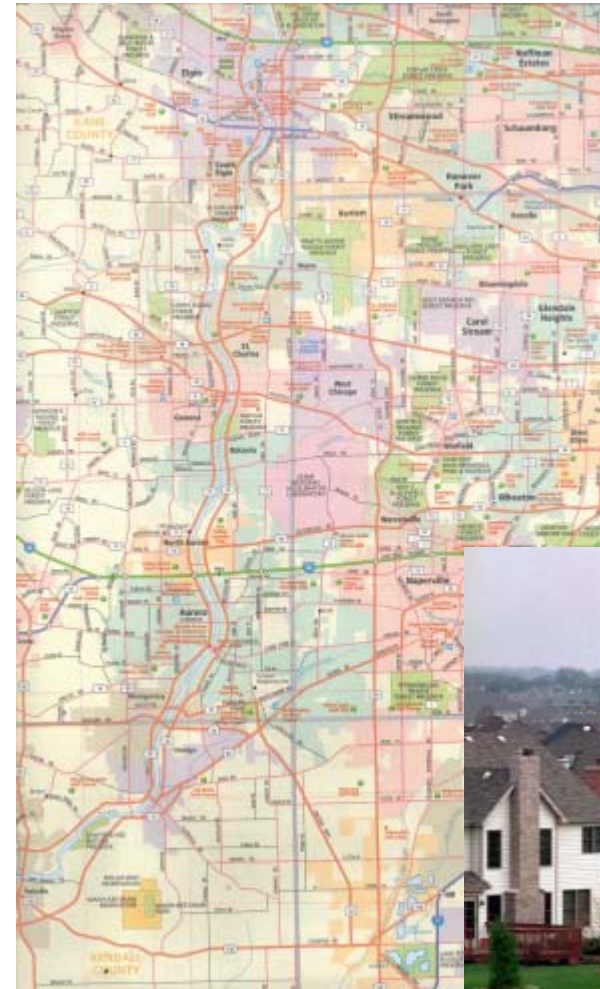
- Held first meeting to form a Fermilab ILC Community Task Force on 25 July
- The proposed Task Force will provide advice and guidance to Fermilab to ensure that community concerns and ideas are included in all public aspects of ILC design
- Need broad-based representation from all local communities that would be affected by the ILC
- Next steps: With your help identify individuals to be invited to the Task Force and hold first meeting this fall





Fermilab Envoy Program

- Choose a group of Fermilab employees to establish connections with the local community
- Start with local officials (mayors, board members) and then branch out to other community members (your local golf partner?)





Upcoming Community Events

6-8 October - Scarecrow Festival
(How about making an ILC scarecrow this year?)

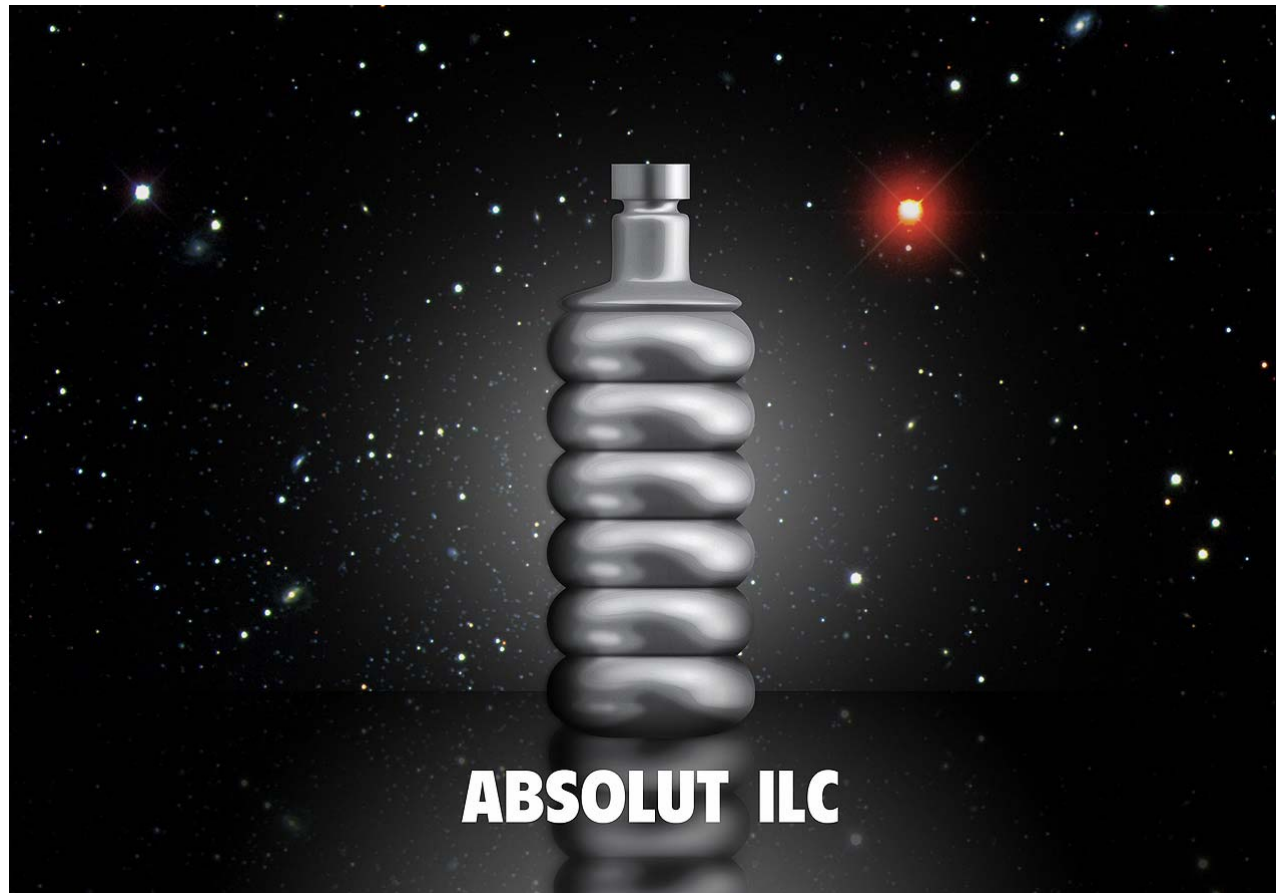
7 October – Argonne Open House
(Fermilab will develop a booth about the ILC)

14 October – Celebrating
Naperville's Vision
(Fermilab will have a booth about the ILC in a Technologies of the Future display)





It's going to be a busy year...





And the Fab Four is ready!

It's Communicators, ILC Communicators

