



UK LHC Communications

- 2 year 'pulse' of activity up to LHC launch
- Strategy – written down, regularly reviewed
- Funding
- Formative evaluation – understanding audience
- Partnerships (IOP, CERN, PP community)



UK LHC Communications

Media campaign (active since 2001)

- 3 staff involved (not only on LHC)
- All UK science correspondents visited CERN
- 12 media visits in last 18 months
- Briefing events for editors and journalists
- Effective collaboration i.e. STFC/CERN



UK LHC Communications

- Huge coverage of launch in UK
- Still significant interest in LHC

The screenshot shows a web browser window with the URL <http://www.bbc.co.uk/radio4/bigbang/>. The page is the BBC Radio 4 Big Bang homepage. It features a large 'BIG BANG' title in white text on a dark blue background with a starburst pattern. Below the title is a photo of Andrew Marr, a man in a suit with his arms crossed. To the right of the photo is a 'Programmes on the Day' section with the text: 'Andrew Marr hosted a special day of programmes from the Control Room at CERN. The switch-on took place just after 0830 (BST).'. Below this is a small audio player for 'CERN: Launch of the LHC' with a 'SHARE' button. The page also has a navigation menu on the left with links like 'Radio 4', 'Big Bang Homepage', 'Programmes', 'About the Experiment', 'Live Updates', 'Gallery', 'CERN in Sci-Fi', 'Audio Archive', and 'Videos'. At the bottom, there are links for 'Big Bang Day', 'Big Bang Day Videos', 'BBC News LHC Guide', and 'Torchwood: Lost Souls'. The URL at the bottom of the browser window is <http://www.bbc.co.uk/radio4/bigbang/programmes.shtml>.



UK LHC Communications

1M € public and schools programme

➤ 2.5 years @ 3/5 FTE

➤ Additional resources

(STFC SiS + physicists + contractors)

➤ Ongoing/background activities

(grants, Masterclasses, training, visits)



UK LHC Communications

THE LITTLE BOOK OF THE BIG BANG
A BIG SCIENTIFIC ADVENTURE

Everything you want to know about the **LARGE HADRON COLLIDER** but were afraid to ask

WHAT WAS BEFORE THE BIG BANG?
What was there before the universe formed? The conditions a billionth of a second after the Big Bang.

WHAT KIND OF UNIVERSE ARE WE IN?
Many physicists think there are more dimensions (space and time) we can't see. What evidence do we have?

The Universe started with a bang, but we don't fully understand how it developed the way it is today. The Large Hadron Collider will let us see what happened in the first tiny fraction of a second. We may have some idea of what to expect, but the unexpected is always there.

A computer simulation of a collision showing the particles as coloured spheres and the mini-black holes which immediately evaporate.

lhc uk

IS ANTIMATTER REAL?
Antimatter was created in the Big Bang, but it only see matter now. What happened to the antimatter?

IS OUR UNIVERSE MADE OF DARK MATTER?
Dark matter is missing. It may be stuff that we can't see. Can the LHC find it?

Science & Technology
Facilities Council



Science Museum exhibition

- 6 months in Science Museum, London
- Touring exhibition @ 4 venues in UK
- 8-16 physicists trained in PE per venue
- 6,500€ per venue for engagement



UK LHC Communications



LHC PROJECT SIMULATOR

LARGE HADRON
COLLIDER

21ST CENTURY
TIME MACHINE

TAKE 5

Q&A
VIDEO

THE BIG
QUESTION
[POST 16]

LHC
TODAY

CURRICULUM
LINKS

CONTACT
US

www.particledetectives.net

- IVCA Award
- 39,000 visitors in September
- >30% stay for >5 minutes

LHC Expe



START

like it for you as on a journey where real science is
as strange as science fiction.



UK LHC Communications

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In Search Of Giants - The Forces of Nature



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28 min 6 sec ago
- [Thank You](#)
1 hour 18 min ago
- [Could young people learn something from it?](#)
2 hours 10 min ago

Come and celebrate the social sciences in 2008!

www.esrcfestival.ac.uk



www.teachers.tv

Video Information

Length: 15 minutes
Key stages: [Secondary](#)
Subjects: [Science](#)
Roles: [Pupil](#) [Teacher](#)

Next showing on TV:
[Wed 16 Apr 11:45](#) [Wed 16 Apr 19:45](#) [Tue 22 Apr 09:15](#)

Synopsis

Can everything that happens in the universe be explained in terms of just three forces? Particle physicist Dr Brian Cox talks us through the history of our scientific understanding, revealing why scientists have come to believe this.

Cox also explores the unification of electricity and magnetism, and the discovery of the strong and



My college was interested in introducing lecturers to Teachers TV, and asked me to write an article about the website. I asked the Associates Team to help me to source some facts and figures and the article was published in our college magazine.





UK LHC Communications



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Facilities Council Channel



SciTechUK

Joined: **June 18, 2007**
Last Login: **3 days ago**
Videos Watched: **10**
Subscribers: **55**
Channel Views: **1,131**

Formed by Royal Charter in 2007, the Science and Technology Facilities Council is one of Europe's largest multidisciplinary research organisations supporting scientists and engineers world-wide. The Council operates world-class, large scale research facilities and provides strategic advice to the UK government on their development. It also manages international research projects in support of a broad cross-section of the UK research community. The Council also directs, coordinates and funds research, education and training.



www.youtube.com/user/SciTechUK

www.the-science-and-technology-facilities-council.ac.uk

[LHC, how science works and particle physics](#)

Comments: 1

Name: **STFC**

Country: **United Kingdom**

Website: <http://www.scitech.ac.uk>

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UK LHC Communications

ROCK IN 11 DIMENSIONS: WHERE PHYSICS AND GUITARS COLLIDE!

How rock music may reveal big answers to big questions about the
big bang



- 12 – 14,000 school students
- DVD to 1,500 secondary schools



UK LHC Communications



• THE GATEWAY • TICKETS • AVANT GARDEN • STAGES
THE GARDEN • COME THE REVOLUTIONS • KIDS AND BIG KIDS
S • NEWS • ETHOS & BACKGROUND • CONTACTS & LINKS • SOUND ON/OFF

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UK LHC Communications



Films | Latest Films | About

Featured Films: The Science behind the Large Hadron Collider



In Search of Giants



Hunting for Higgs



Sizing things up



The Matter with Antimatter



The Mystery of the Missing Mass



Bis for Beauty

www.labreporter.com

Deep beneath the ground in Geneva, thousands of scientists from all over the world are working together to build the biggest, most complicated machine in the world. It's part of the most ambitious scientific experiment of all time: The Large Hadron Collider (LHC) at CERN. These films reveal the scientific questions at the heart of the experiment and what scientists hope to achieve once the machine is switched on later this year.



UK LHC Communications

CERN Podcast - Windows Internet Explorer
http://www.cernpodcast.com/



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CERN
Charles Jencks Dark Energy Da...
Matter doctor who John Barrowman Kevin Eldon
lhc Newsround Peter Higgs Photos Quentin Wilson
Religion Simon Munnery Super Strings torchwood
Victor Stock video

BLOGROLL
CERN
Dr. Brian Cox
Science and Technology Facilities Council
Yada Yada

THE VERY REVEREND VICTOR STOCK
Category: CERN | Leave a Comment

Recently, Dr. Brian Cox was invited to take part in a discussion entitled 'Is Physics The New Religion?'. As Victor had invited Brian along to his place of work, Brian decided to return the invitation and take Victor on a tour of CERN. The result is one of the most interesting and enlightening podcasts we've done so far.



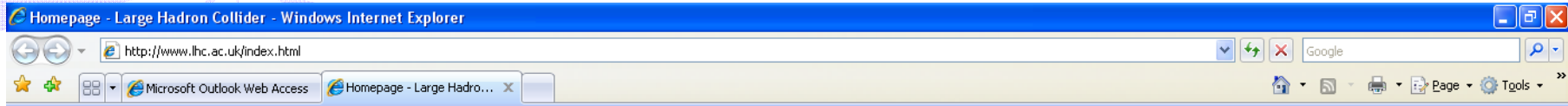
RECENT POSTS
The Very Reverend Victor Stock
Newsround
Quentin Wilson
Kevin Eldon Simon Munnery
John Ellis
Lyn Evans
Charles Jencks
The Very Reverend Victor Stock
CERN (RSS) (10)
Charles Jencks (RSS) (1)
Dark Energy (RSS) (1)
Dark Matter (RSS) (1)
John Barrowman (RSS) (1)
Kevin Eldon (RSS) (2)
LHC (RSS) (8)
Newsround (RSS) (1)
Peter Higgs (RSS) (1)
Photos (RSS) (2)
Quentin Wilson (RSS) (1)
Religion (RSS) (1)
Simon Munnery (RSS) (2)
Super Strings (RSS) (1)
Victor Stock (RSS) (1)

FLICKR
A vertical strip of small images from Flickr, showing various scenes from the LHC facility.

www.cernpodcast.com



UK LHC Communications



The Large Hadron Collider

This site introduces the most exciting scientific adventure of the next decade and is for anyone interested in how we might answer some of the fundamental questions we have about the Universe we live in.

▶ Learn more [About the LHC](#)

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LHC Cams



Watch more [LHC Cams](#)

▶ [Particle Physics UK](#)

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[About the LHC](#)

[For Teachers](#)

[For Students](#)

[For Media](#)

[For Physicists](#)

[Resources](#)

Tunnelling to the beginning of time

The Large Hadron Collider

The LHC (Large Hadron Collider) is an international project, in which the UK has a leading role. This site includes the latest news from the project, accessible explanations of how the LHC works, how it is funded, who works there and what benefits it brings us. You can access a wide range of resources for the public, journalists and teachers and students, there are also many links to other sources of information.



The LHC is asking some Big Questions about the universe we live in

How did our universe come to be the way it is?

The Universe started with a Big Bang – but we don't fully understand how or why it developed the way it did. The LHC will help us to find out what happened a tiny fraction of a second after the Big Bang. Researchers have some ideas of what to expect from this experiment.

Read more of [The Big Questions](#).

www.lhc.ac.uk



UK LHC Communications

The screenshot shows the Particle Physics UK website in a Windows Internet Explorer browser window. The browser's address bar displays the URL <http://www.particlephysics.ac.uk/>. The website features a blue header with the 'particle physics uk' logo on the left and a search bar on the right. Below the header is a large blue banner with a green particle detector visualization. A text box on the banner states: "Particle physics is the study of the fundamental constituents of matter and the forces of nature. This website is for everyone who wants to know more about particle physics." To the right of the banner is a 'Latest News' section with the heading "Lords of the Ring" and a description of a film about CERN's LHC. Below the banner are four main navigation categories: "Explore", "Study", "Technology", "Teach", "Research", and "News", each with a brief description. At the bottom of the page, there is a footer with links for "Email the webmaster", "Terms and Conditions", "Privacy Statement", and "Powered by Defacto". The website is supported by the Science and Technology Facilities Council (STFC), and the LHC UK logo is displayed at the bottom right.

Home - Particle Physics UK - Windows Internet Explorer

http://www.particlephysics.ac.uk/

Search: Please enter your search

Site Map

particle physics uk

Particle physics is the study of the **fundamental constituents of matter and the forces of nature**. This website is for **everyone** who wants to know more about particle physics.

Image courtesy of [Tom Kemp](#)

Explore >
Find out what particle physics is all about.

Study >
The best web links for students at school or university.

Technology >
Discover how particle physics technology benefits industry.

Teach >
Links and resources for teachers in schools and colleges.

Research >
Information for members of the particle physics research community.

News >
The latest news and view the popular 'picture of the month' and archive.

Latest News
There are no recent news items available

Lords of the Ring
by filmmaker Alom Shaha, with support from NESTA, including copyright material from CERN and Manmade Productions.

A film about CERN's 27km Large Hadron Collider, currently undergoing construction, available from Seed magazine

▶ Lords of the Ring film

Science & Technology Facilities Council

Web site supported by the Science and Technology Facilities Council

STFC is the UK funding agency for particle physics.

lhc uk

LHC UK
The Large Hadron Collider Site

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www.particlephysics.ac.uk



UK LHC Communications

About GridPP - Windows Internet Explorer
http://www.gridpp.ac.uk/about/

GridPP
UK Computing for Particle Physics

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Search

About GridPP

- Introducing the Grid
- The collaboration
- History
- People
- News
- Meetings
- Demos
- GridPP in the wider world
- Contact us

Documents

- Talks
- Publications
- Posters
- Images
- Abstracts
- Management documents
- Links


Activities


- Workshops
- User Area
- Applications for particle physics
- Middleware
- Deployment & Operations
- Grid Security Vulnerability Group
- UK Tier-1/A Centre
- UK Regional Tier-2s
- Other projects
- Wiki

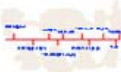
Management


- The GridPP Vision
- Collaboration Board
- Project Management Board
- User Board
- Deployment Board


About GridPP


Introducing the Grid

Completely new to Grids and GridPP? Then this page will explain all you need to know to start with.

The Collaboration

A brief run through about GridPP, the institutions involved and the people who make up the project.

History

This a timeline of events and milestones in GridPP's history. There are photos and facts which detail GridPP's growth and progression.

People

This is the list of all the members of the collaboration and the jobs they do.

News

All the latest GridPP news from record breaking service challenges to schools events.

Meetings

As an international collaboration GridPP needs to be present at many conferences and meetings. Here we list the events coming up that are of interest to GridPP, and past events we attended.



UK LHC Communications

Science & Technology Facilities Council

lhc uk

www.lhc.ac.uk

The world's most advanced time machine

Exploring one billionth of a second after the beginning of time

Why build a machine to make proton-proton and ion-ion collisions?

The LHC will change the way we think about our universe. It will produce particles not seen in our familiar 'low energy' world.

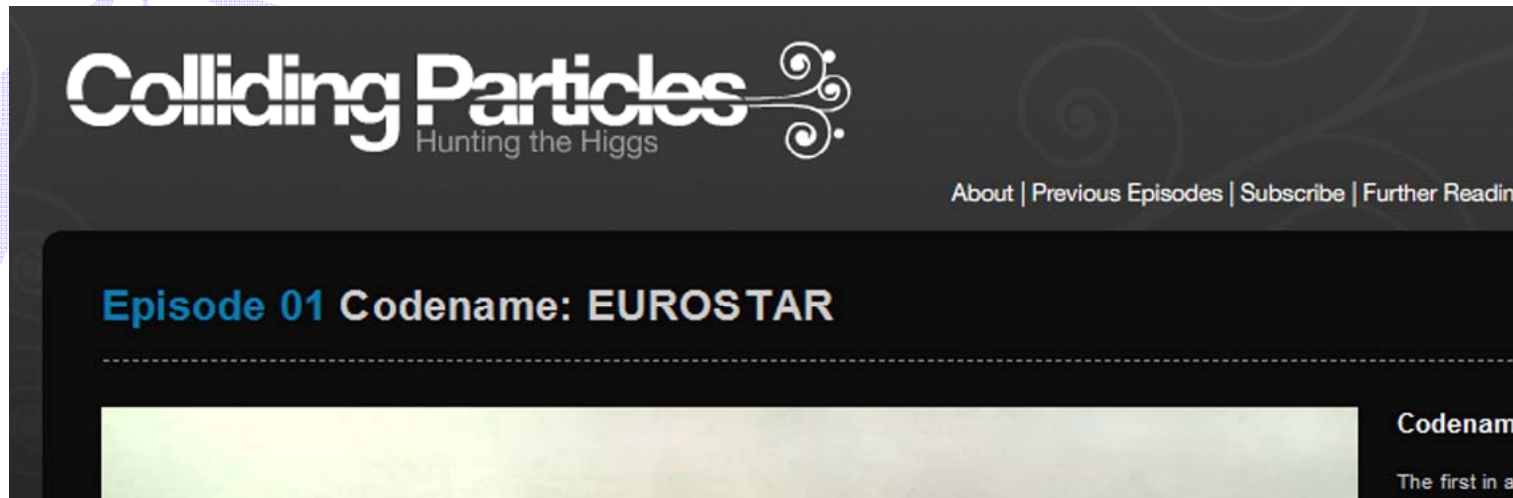
The LHC is a 27km racetrack where protons will cruise at the speed of light

➤ **Royal Society Summer Exhibition 2008**

➤ **Oxford Trust Exhibition 2008**



UK LHC Communications



www.collidingparticles.com

- STFC Large Award
- Physicists talking about the LHC





The Future? Part 1

- LHC part of ongoing media/SiS activities
- Focus on teachers and students
- Appointment of a PP outreach officer?



The Future? Part 2

- **Teacher trips to CERN (RSLCs)**
- **Teachers@CERN**
- **Resources**
- **STFC grants and SiS Fellowships**
- **Masterclasses**



UK LHC Communications

End of October 2008

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