

CERN

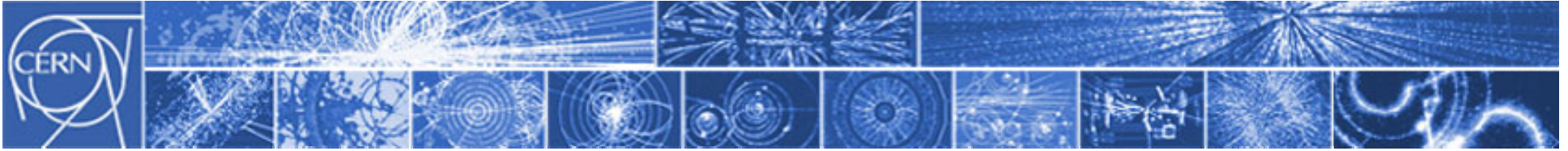
European Organization for Nuclear Research

Organisation Européenne pour la Recherche Nucléaire

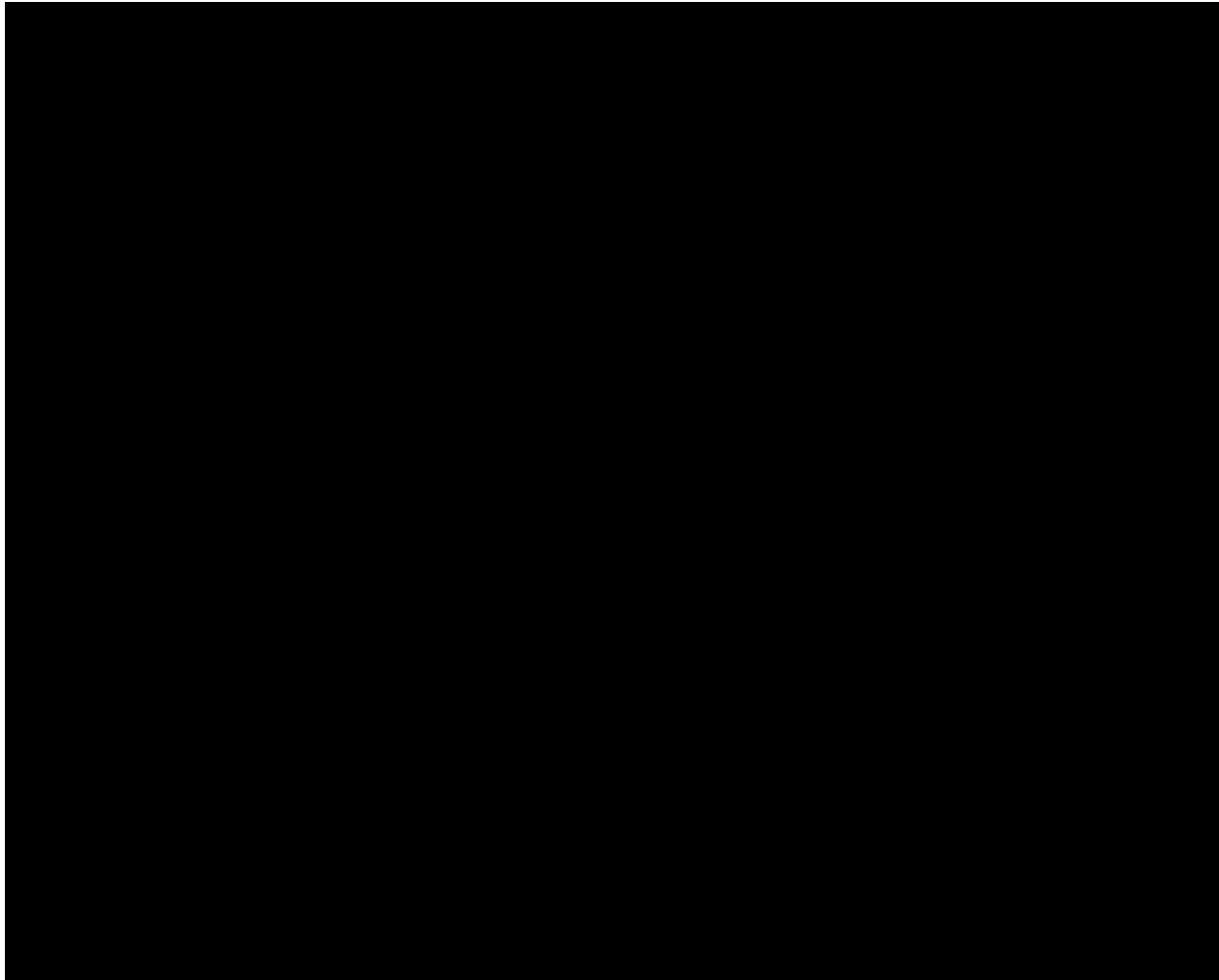
# LHC First Beam media work Preliminary evaluation

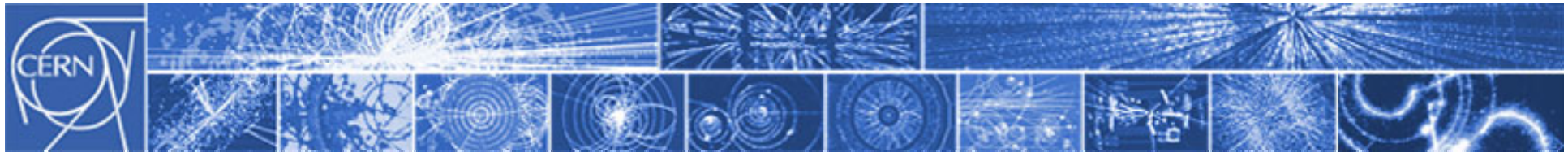
James Gillies  
EPPOG, 3 October 2008





Before...





## After...

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### What's the most talked about news this week?

Here's a clue - it's not to do with racing particles, black holes or the world ending!

It's the much awaited **new iPod range from the Apple Store**. They're smaller, more powerful and more colourful than ever. **Plus collect lots of Bonus points:**

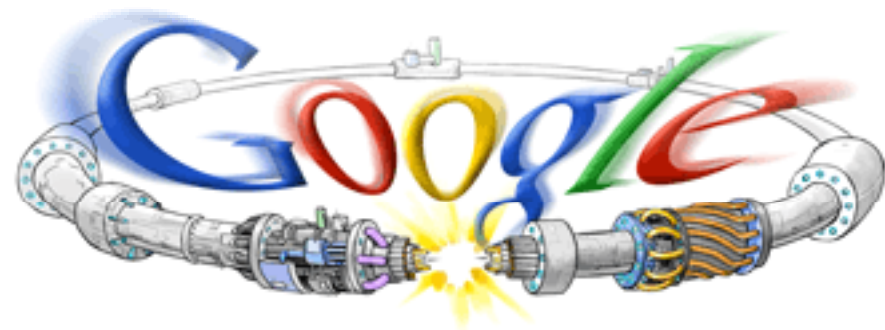
 [Apple Store](#) [iTunes](#)

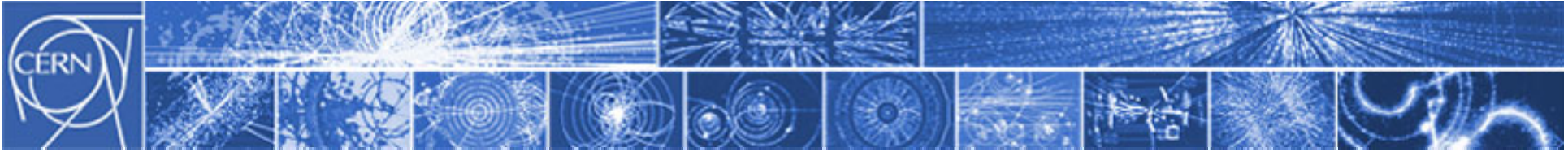
**In this newsletter:**

- [DOUBLE points on iPods](#)
- [TRIPLE points on downloads](#)
- [TRIPLE points broadband](#)
- [DOUBLE points on UK rail travel](#)
- [Top games](#)
- [Other Bonus points](#)

“My mum tells me that her taxi driver in Paris was talking excitedly to her about the start-up yesterday. I’ve always thought that reaching out to taxi drivers is the litmus test of good science communications. You and your team have passed the test with flying colours! Thanks again for including me in the event. I felt very much like I’d been given a front row seat at the Olympics opening ceremony – except it was far more spectacular and unique!” – François Grey

“The start-up has been a success story here, covered by every media, all TV channels, radio and new papers. Our scientists and directors are very pleased with the media work done. A long lasting media process as this was new to me, as well as the European back up and cooperation. A very nice experience, which has given me a lot.” – Minna Meriläinen





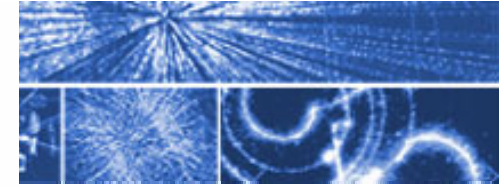
## What happened to communicate First beam?

### At CERN

- 300 journalists and support staff on site (260 accredited and in media centre).
- Eurovision live satellite feed from 9:00-18:00 plus webcast.
- Images from CCC relayed to media centre (Globe) & auditoria around the site
- Visit schedules for journalists to go to experiments. control rooms.
- TV media visits to CCC upstairs conference room.

### Elsewhere

- Parallel events in several member states.
- Many other events outside member states, including pyjama party at Fermilab.
- LHC first beam information at Geneva airport.



WONKA  
**GOLDEN TICKET**  
 PYRAMIDPOSTERS

**First Beam Day**  
 25 August 2008

**CERN** **LHC**

**Carolyn LEE**  
*CERN Press office*

CERN

TIME  
 (SHARP)  
 TICKET ENSURES  
 THE LUCKY FINDER OF  
 THE MARKET BY THE HAND: FOR  
 THE FIRST TIME FOR ONE WHOLE DAY, I, MILLY  
 SHOWING YOU EVERYTHING THERE  
 YOU WILL BE ESCORTED HOME BY A  
 CHOCOLATE YOU COULD NEVER HAVE  
 GAINED AN EXTRA PRIZE BEYOND 50  
 POINTS: ON THE FIRST OF FEBRUARY  
 YOU ARE ALLOWED TO BRING  
 HOME AFTER YOU... UNTIL THEN

**First Beam Day**  
 25 August 2008

**CERN** **LHC**

**Carolyn LEE**  
*Radio Suisse Romande*

PRESS

**First Beam Day**  
 25 August 2008

**CERN** **LHC**

**Carolyn LEE**  
*Science & Vie*

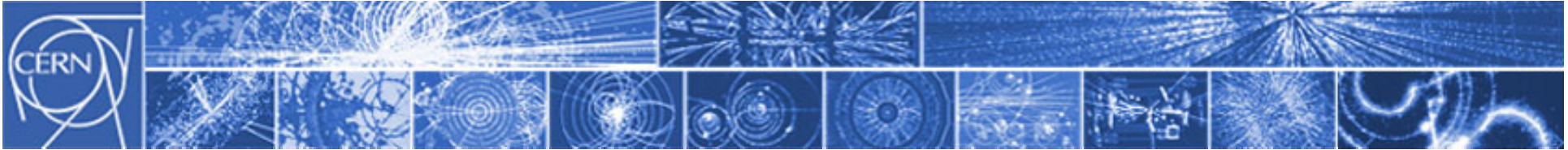
PRESS

**First Beam Day**  
 25 August 2008

**CERN** **LHC**

**Carolyn LEE**  
*BBC 1*

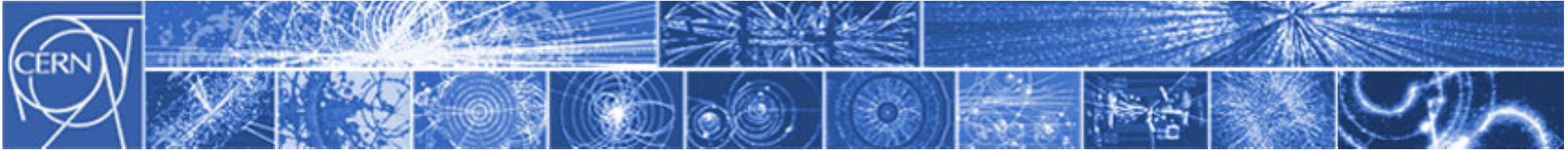
PRESS



Non-accredited media?

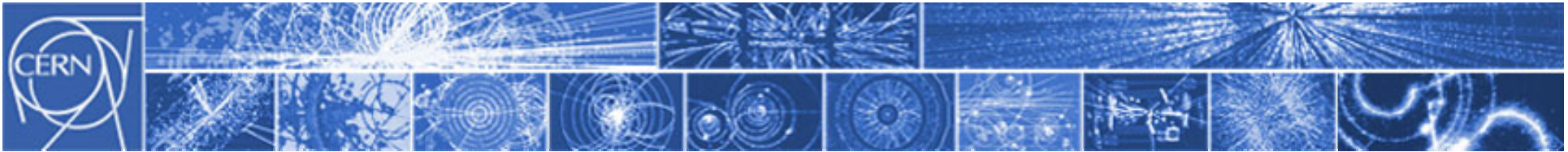
**NO ACCESS TO MEDIA CENTRE**

Accreditation on the day and accompanied access to main auditorium.  
Press office personnel on hand.



## □ Retransmission on-site

- IT Amphitheatre all day
- AB Preveessin Amphitheatre all day
- AB Meyrin Amphitheatre in the afternoon
- AT Amphitheatre in the afternoon
- Council Chamber all day
- Main Auditorium all day



## Inside the Globe

### Upstairs:



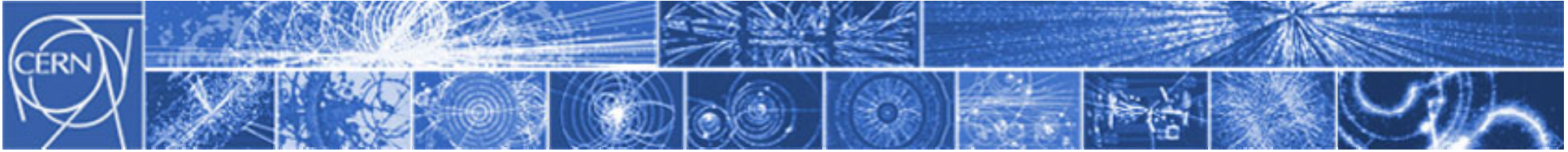
- Big screen
- Operator console (LHC & experiments)
- Experts on hand
- ISDN lines
- Wi-fi
- Stand-up position for TV
- Press office staff on hand (armband)



### Downstairs:

- Workspace
- Internet access, cable & wi-fi
- Printers
- Telephones
- ISDN lines
- A/V feeds for TV
- Food and drink!



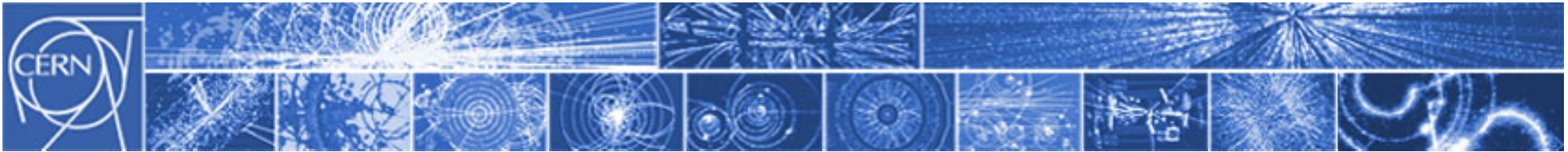


## Outside the Globe

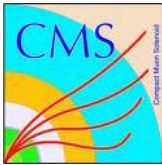


- Eurovision OB truck
- 5 stand-up positions
- Departure point for control room visits





## Visit schedules



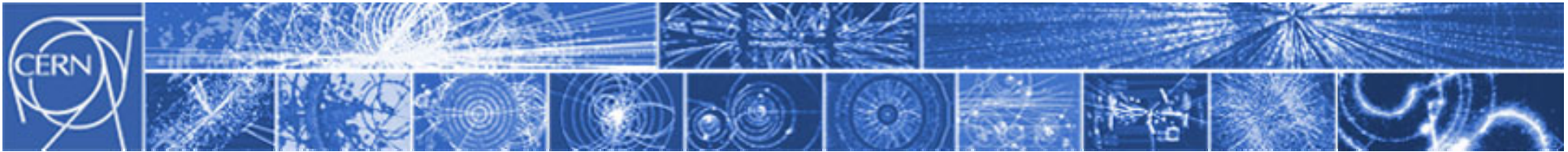
For all media.

- Media have signed up for visits to experiments
- Lists will be sent to experiments
- Visits from 10:30 – 18:10



For TV media.

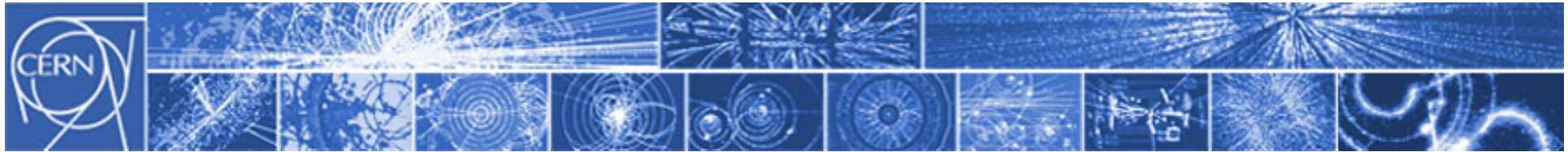
- Places assigned
- Visits to CCC from 8:30 to 18:30



## Experiment control room visits

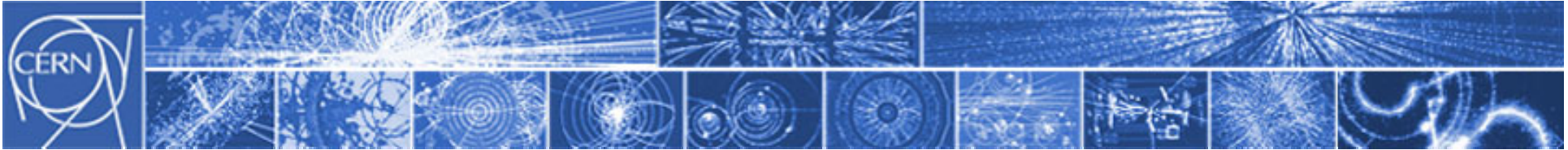
- Media had half an hour on each trip.
- Brief welcome introduction brief (5 minutes) to allow journalists to interview experts





## Broadcast schedule

- 9:00 Live satellite broadcast and webcast begin with an introduction from the commentators in the CERN Control Centre, an animation showing the passage of a beam through the LHC, and highlights of the LHC operators' daily meeting where they lay out the procedure for getting the first beam circulating in the LHC.
- 9:15 Briefing in French by LHC Project Leader Lyn Evans and CERN Director General Robert Aymar on the plans for the LHC First Beam Day. Following the statement coverage begins of the first attempt to circulate a beam in the LHC. Lyn Evans will narrate the proceedings in English from the CERN Control Centre. Video of accelerator operators at work in the CCC will alternate with views of the LHC apparatus in its tunnel 100 meters underground.
- 10:00 Briefing in English by Lyn Evans, LHC Project Leader. The three-minute briefing will be followed by coverage of 10 minutes of Q&A between Lyn Evans and journalists at CERN for the event.
- 10:13 Tour of the control rooms of the four major LHC experiments: LHCb, CMS, ALICE and ATLAS. Viewers will see activity in each control room, and hear scientists from each experiment speak about their experiment and experiences during the first beam day. (duration 12:00)
- 10:25 Back to the CERN Control Centre for continuing coverage of the first beams in the Large Hadron Collider.
- 11:00 Three-minute briefing from the CERN Control Centre, followed by 10 minutes of Q&A with journalists at CERN for the event.



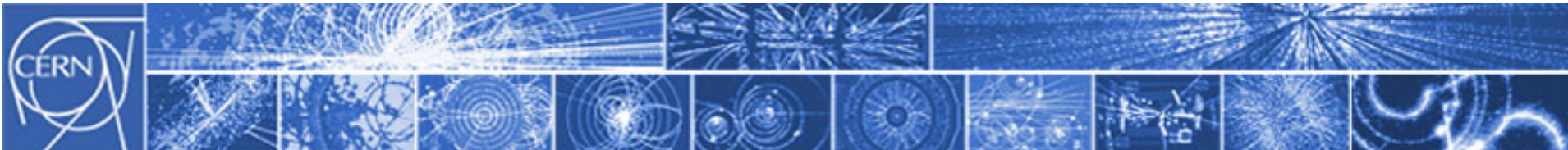
## Some statistics

### **From Eurovision**

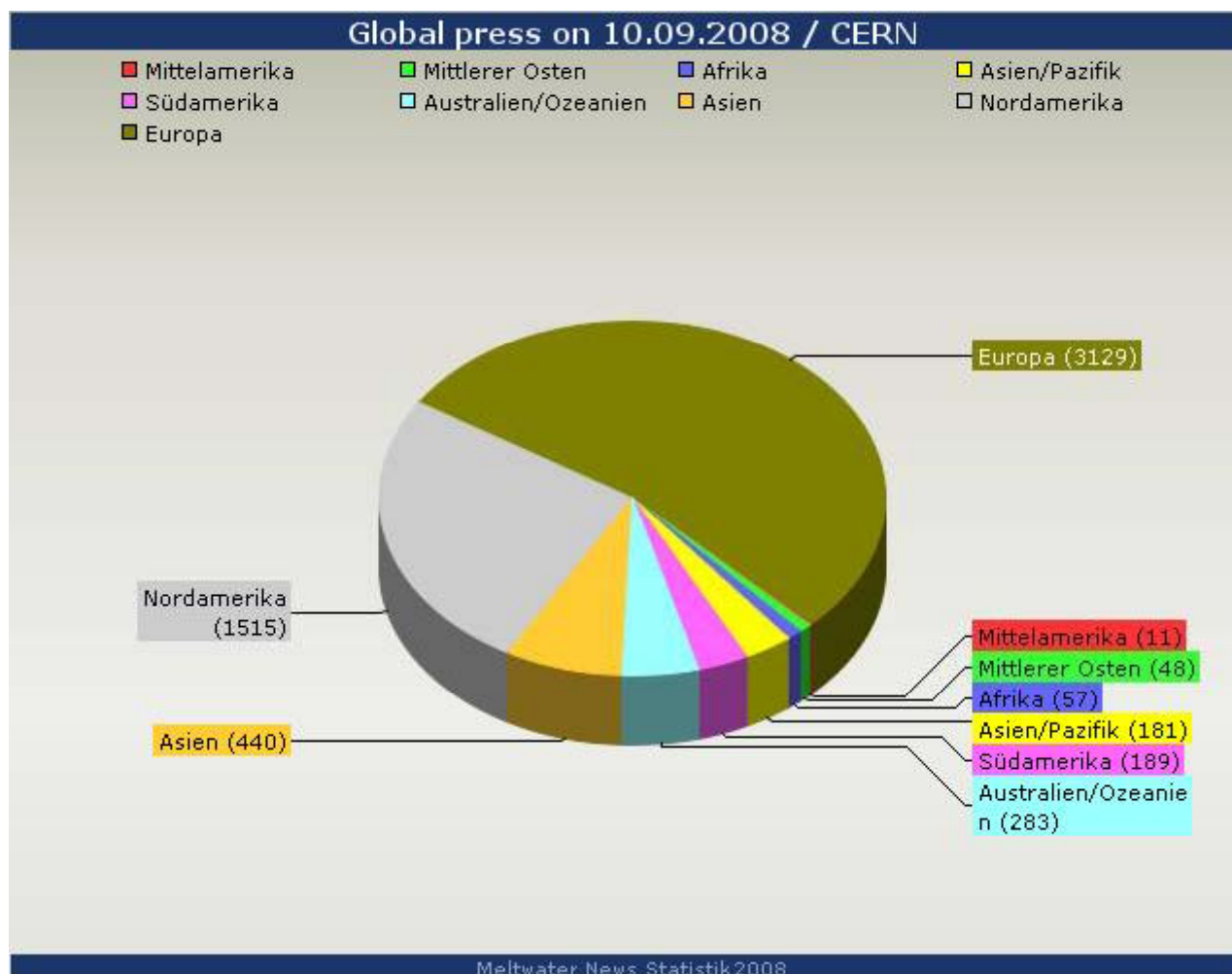
- 450 broadcasters
- 2500 transmissions
- 91 stand-ups
- Audience in hundreds of millions

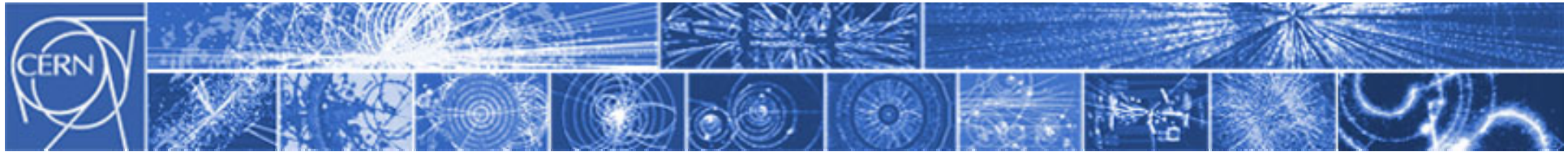
### **From CERN**

- 260 accredited journalists
- 40 TV stations
- > 40 non accredited



## More statistics

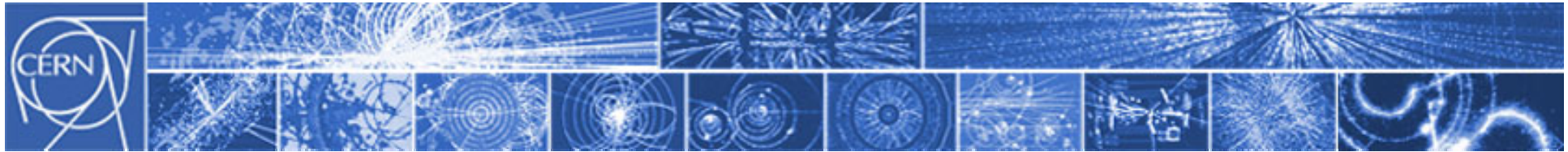




## Media reactions

“A quick message to say thank you for the excellent organisation yesterday of the First Beam. We had three people from AFP and we left deeply impressed by the way in which the communications links were top-notch, access to sources was frequent and reliable, the food and drink were fine, and we also had trips out to the experiments to get a closer feel about what was happening. The press people, and your volunteer physicists, were tireless and unfailingly patient in fielding questions. In my long experience of covering big scheduled events, I find it difficult to think of a similar occasion of this importance and complexity when, as a journalist, things went so smoothly. Please pass on our thanks to everybody.”

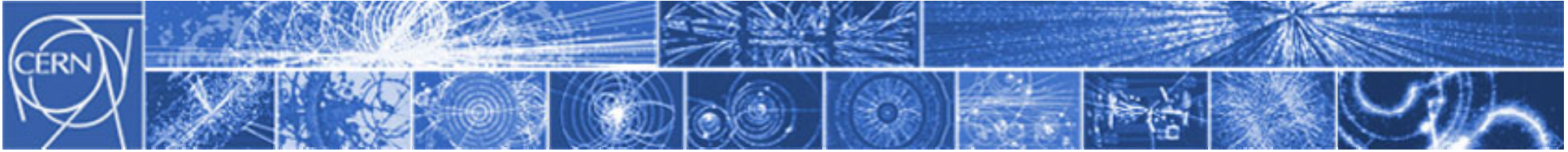
“Just a quick note to say thanks for organising yesterday, and congrats to the physicists for making the damn thing work first time :)”



## What didn't work so well....

- Satellite coverage?
- Satellite connections?
- Webcast capacity?
- Download capacity from CERN First Beam web site?





## What's next ?

- CERN is the new NASA – a platform to build on
- Communication through the repairs
- First collisions
- Black holes and other fictions