

CERN

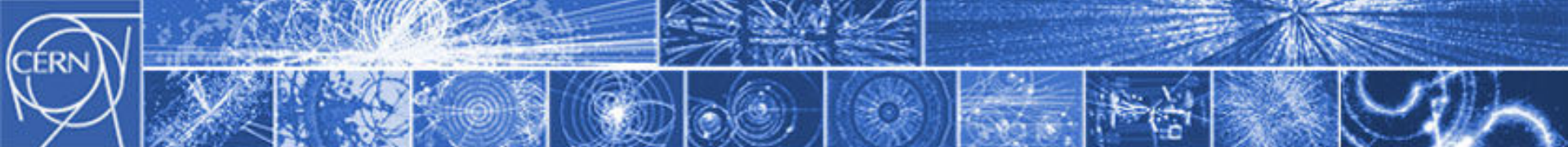
European Organization for Nuclear Research

Organisation Européenne pour la Recherche Nucléaire

LHC First Physics

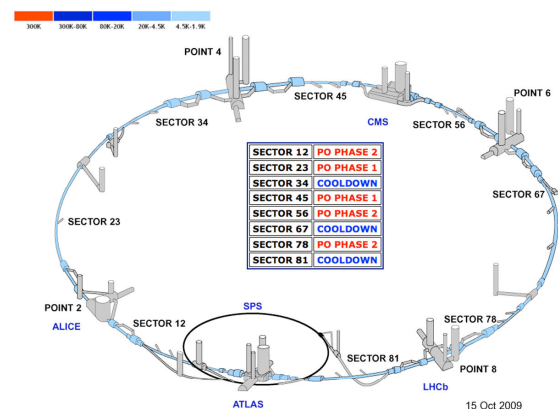
James Gillies, CERN

30 October 2009



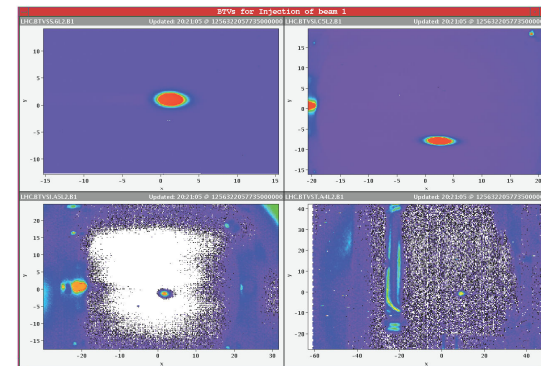
The LHC (p)re-start: communication phase 1

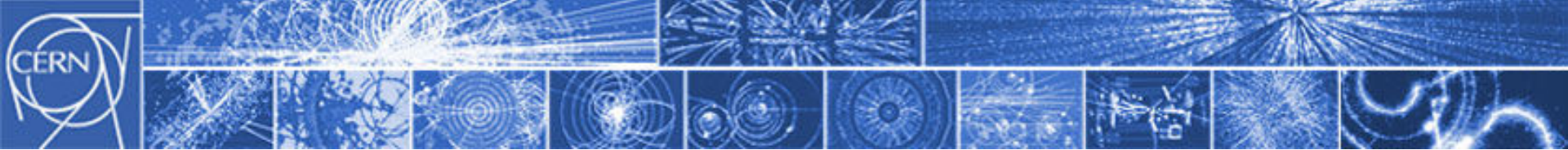
- 8 October – The LHC is cold!
- 23 October – Injection tests



Events communicated internally and via twitter only.

- www.twitter.com/cern: 15000 followers now
- Injection tests: > 30RT in 10 minutes
- Injection tests: ~ 200 press cuttings to Wednesday





The LHC (p)re-start: communication phase 2

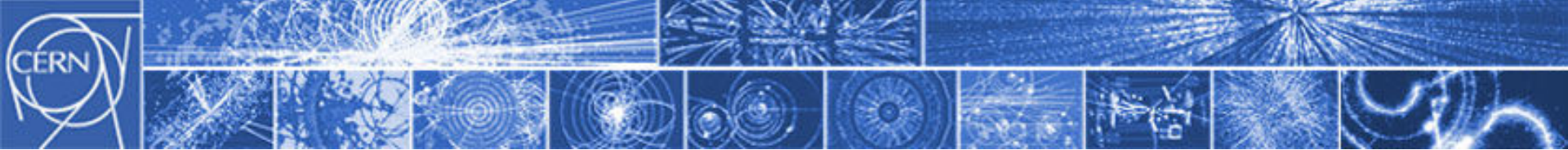
- Late November – first beam
- + 1 week – first collisions at 450 GeV
- + 1 month – first collisions at >1 TeV

Events communicated internally, via twitter and press releases

No media on site for the events

Interviews on-site after the event.



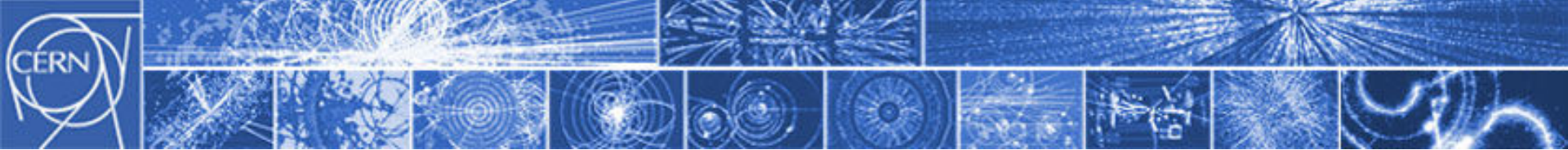


LHC first physics

- Late January 2010: LHC First Physics = collisions at 3.5 TeV

Media invited...

```
LHC Run 111 CERN SL 02-08-99 11:26:44
LEP Run 6032 data of: 02-08-99 11:26:34
- ** STABLE BEAMS ** -
E = 100.010 GeV/c Beam In Coast: 0.1
Beams e+ e-
I(t) uA 2040.6 2345.9
tau(t) h 6.30 7.36
LUMINOSITIES L3 ALEPH OPAL DELPHI
L(t) cm-2*s-1 53.5 51.4 55.6 45.0
/L(t) nb-1 11.5 11.8 8.7 12.2
Bkg 1 0.80 1.21 0.00 1.02
Bkg 2 0.06 0.53 0.96 2.28
COMMENTS 02-08-99 11:26
COLLIMATORS AT PHYSICS SETTINGS
FIRST PHYSICS AT 100 GEV
WHAT ABOUT THAT???
```



The story so far...

- Web page launched beginning October
- Accreditation closed 23 October...

LHC First Physics

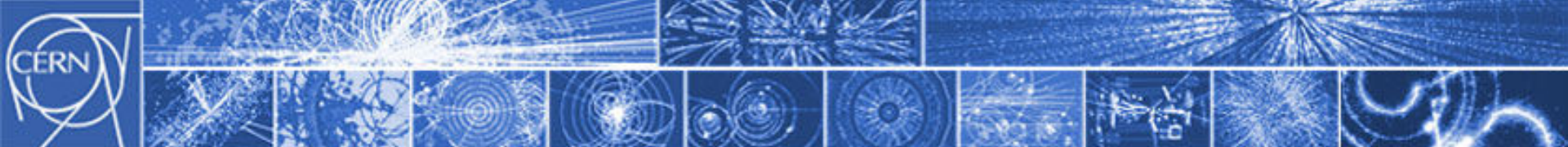
- 100 media (22 of which TV)
- 173 individuals
- Requests still coming in
- Some big fish missing

LHC First beam:

- 250 media
- 340 individuals

The screenshot shows a web browser window with the following content:

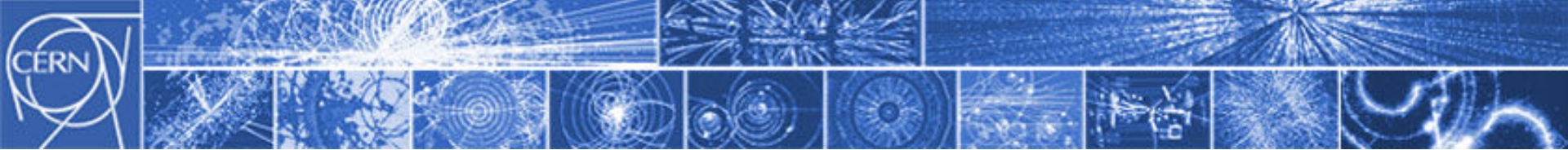
- Browser Address Bar:** <http://press.web.cern.ch/press/lhc-first-physics/>
- Page Header:** CERN Press Office | LHC First Physics – press resources
- Navigation:** WebHome < ...up < TWiki Cern Lhc/al...bate Forums 080915-CMSMON arge-idee :: index Time Zone Check
- Search:** A search bar with the CERN logo and the text "Press Office".
- Main Title:** LHC First Physics: media resources
- Breadcrumbs:** CERN home > Press Office > LHC First Physics
- Left Sidebar:** A list of links: Welcome, Schedule, Accreditation, Videos, Photos.
- Main Content:**
 - Welcome**
 - Welcome**
 - CERN is preparing the Large Hadron Collider for a restart in 2009. The first beam of the year is likely to be injected in mid-November. This will be followed by a short period of collisions at the injection energy of 450GeV per beam and a ramp in energy to 3.5TeV per beam. Following this, LHC physics will begin with collisions at this energy. The time from first injection to first high-energy collisions will be at least four weeks. However, the complexity of scheduling coupled with inevitable glitches in a machine of this complexity could lead to this process taking longer. The first high energy collisions will most likely occur at a date after mid-December 2009.
- Footer:**
 - © Copyright CERN
 - CERN press office:
 - +41 (0)22 76 721 41
 - +41 (0)22 76 734 32
 - fax : +41 (0)22 78 502 47
 - press.office@cern.ch



What next?

- We need help to catch the big fish
- National/local tie-ins – CMS has several remote data centres willing to host media
- Regular communication with accredited media and on web site
- Technical and logistical preparations on-site...





On the day(s) - remote

Content...

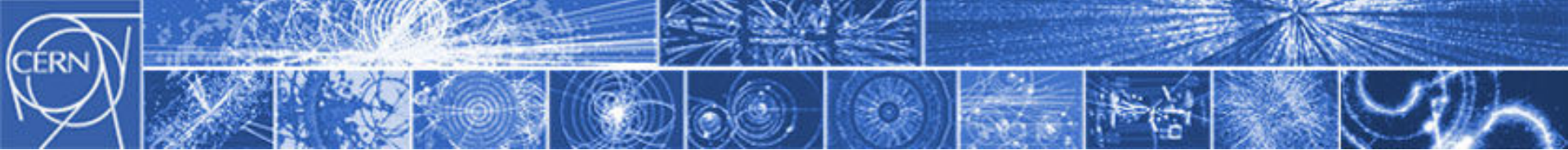
- Broadcast coordinated from CCC
- A/V links to experiments' control rooms from CCC



Form...

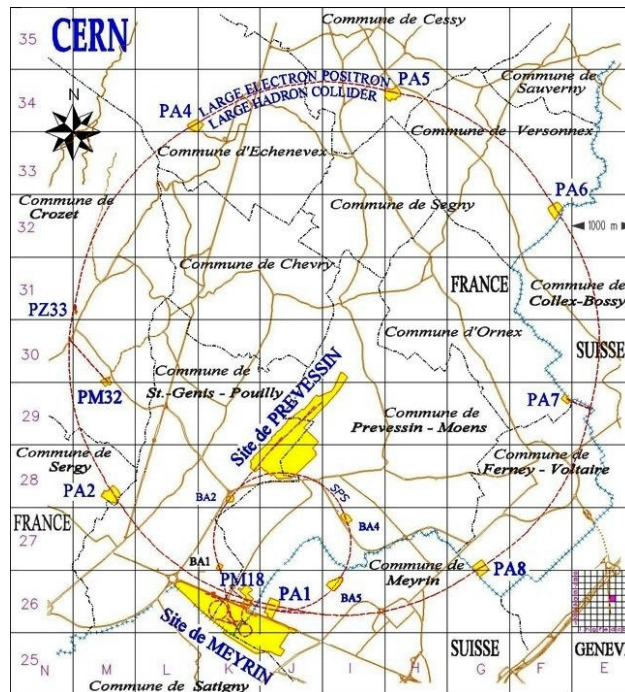
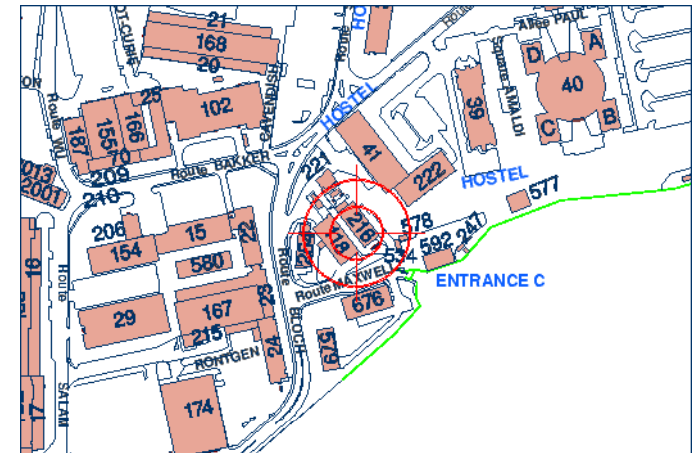
- Live webcast throughout, re-broadcasters being solicited
- EBU worldfeed live for first hour, twice daily thereafter, live from first collisions
- Regular tweets, blog
- A/V content regularly updated on First Physics web site
- Available in all CERN auditoria

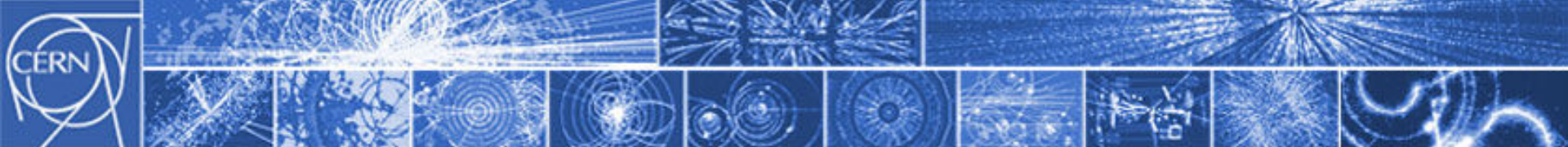




On the day(s) – on site

- Media centre in the pump hall (building 216), seated capacity 200
- Visits to control centres of the four experiments on a rota basis
- Priority slots given to media who accredited before 23 October, plus big fish.





LHC Lecture Series

- Materials: Posters, postcards, template presentation
- Web site (by mid-November): Resources for lecturers and public, schedule, videos
- Contact: katie@fnal.gov; lizzie@fnal.gov

