





WRAP-UP SPECIAL LOG MEETING

THE FUTURE OF THE COMMUNICATION OF PHYSICS



In summary, the discussion did not focus on future collider communications, other than demonstrate that communicating current collider results (LHC&HL-LHC) is vital.

What the discussion did do, however, was reveal tensions between physicists and communicators when it comes to the volume of, and processes involved in, pushing stories out to the press and social media.



- It is imperative that we communicate the high energy frontier machine that we have now:
 - Not enough physics press releases
 - Too many people involved in the approval process means that the excitement, curiosity and wow of our news stories are lost
 - Enthusiasm / excitement about the field, now and in the future, in short supply.
 - Press releases too technical and fail to convey excitement and enthusiasm
 - Some stories that could be press releases are blocked by the Strategic Advisory Board

- Breakdown of trust between experiments and comms people:
 - the comms team understands the need for embargoes and maintaining confidentiality between experiments
 - What is the official communication process between the LHC experiments/management?
- Timing:
 - We (comms people) need much more notice if we are going to produce video, animation, photography, text etc to support a new result
 - Social media and physicists sharing results in real time at conferences means that news releases need to go out at the same time, we can't wait.

- There are lots of good feature stories that are not time-sensitive eg detector development, physics challenges, people profiles, roles, engineering/technology/IT challenges
- We should make more use of the ATLAS and CMS physics briefings (i.e. push to press), as they are well-written for general audiences.
- We should communicate searches for physics beyond the SM, even if they are negative results, because this is the scientific method in action (ruling out theories etc)
- We are on the back foot with communicating FCC to local audiences – we need to lead. Approval process and politics have been a real problem