

# Bill Clinton, WEF Davos 2011



Our science is well known  
but poorly understood

But the press, and the  
public (and schools of  
course) want to know more..

**“DISCOVERY PACKAGES”**

# Recent example: CMS “SUSY” paper

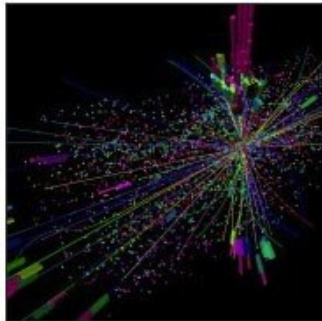
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## News and Events

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### Hunt for dark matter closes in at Large Hadron Collider

Imperial physicists celebrate the latest results from the CMS particle detector at CERN, which are better and faster than expected.

Date 26 Jan 2011  
Category All  
Last Updated 26 Jan 2011

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Wednesday 26 January 2011

**Physicists are closer than ever to finding the source of the Universe’s mysterious dark matter, following a better than expected year of research at the [Compact Muon Solenoid \(CMS\) particle detector](#), part of the [Large Hadron Collider \(LHC\)](#) at [CERN](#) in Geneva.**

The scientists have now carried out the first full run of experiments that smash protons together at almost the speed of light. When these sub-atomic particles collide at the heart of

**See also:**

# CMS SUSY Paper: what did the press want?

- Simple text explaining the contents of the paper
- Explanation of the significance of the search
  - Relationship between SUSY and Dark Matter
    - Importance of Dark Matter → basic question about the structure of the Universe
- Interviews and quotes from physicists
- Related event displays (was VERY difficult in this case!)
- Photographs (were not possible in this case)

# But the press is not the only audience!

- Also need to address:
  - Public
  - High school teachers
  - High school students
  - Other scientists
  - Other high energy physicists



# IPPOG Discovery Package Concept

	Fact sheets	Animation	Photographs	Plots & Diagrams	Scientific Paper	Contact persons	Quotes	Presentations	Data files
Why is it important?	X	X				X	X	X	
How was it discovered?		X		X	X				
Who discovered it?			X	X	X	X			
What happens next?		X				X	X	X	
How does this affect me?	X								
Practical implications?	X					X			
Teaching materials	X	X							X
How do I become involved?									X

➔ A “one stop shop” for all materials related to a discovery

# Potential Discoveries etc.

- $Z'/W'$
- 4<sup>th</sup> generation of quarks & leptons
- SUSY
- Higgs
- .....



# What should IPPOG's role be?

- Work with EPPCN, LOG, CERN, Interactions, FNAL etc.
  - Already talked at length with Rolf Landua (CERN) and James Gillies (EPPCN)
- Identify the possible “discoveries” and “important measurements”
- Identify “best” materials that should enter into the “package”
- Help develop content
  - E.g. use our collective knowledge to define “storyboards” for animations etc.

# What shouldn't we do?

- We should NOT necessarily **produce** new materials
  - But we should work with labs etc. that have resources to produce materials