



Science & Technology
Facilities Council

Peter Barratt

Head of Media Relations



LHC Communications Campaign

- STFC funded 1M €
- 2 year programme (Sept 2006 - Sept 2008)
- Dedicated Project Manager
- Framework of outreach activities
- Partnership with UK high-energy physics community and CERN
- Lots of ideas
(displays, websites, events, media work, filming, photography)
- Lots of Audiences
(schools, teachers, general public, government, media)



Developing a Strategy

- Steering group set up of interested partners (scientists, funders, media and others) to set strategy with agreed priorities and costed plans
- Presented plans to the PP community in April 2006
- Now being implemented
- Public perceptions survey (focus groups, interviews)
<http://www.scitech.ac.uk/Resources/Word/Report.doc>
- Campaign evaluation

LHC Communications Priorities

Audiences

- ***public***
 - Best reached via the media, especially television and high-profile newspaper articles.
 - Survey suggests about twenty per cent of UK adults are interested in new scientific developments.
- ***policy makers and opinion formers***
 - It is crucial that Members of Parliament, the House of Lords and government officials are clear about the great value of this research, in intellectual and economic terms.
- ***students aged 14-16***
 - This is the age when students select their subjects for A-level/Scottish Highers. It is vital that we persuade more of them to choose physics.
 - Other important audiences are gifted 12-14 year-olds and students aged 16-18 who are already studying science at post-GCSE-level and thinking about University subjects.
 - In order to inspire these students, we must win the active support of their teachers



LHC Communication Priorities

Messages

The principal messages that we wish to communicate about the project are:

- Ambitious facility – biggest in the history of science - seeks to shed light on some of the most fundamental questions in science
- Exciting international venture - involves thousands of people - dozens of countries - collaborating harmoniously; UK has a leading role
- Valuable technological spin-offs: a classic example is the invention of the World Wide Web at CERN
- Scientists enthusiastic for the public [whose funding has made this facility possible] share the excitement of this adventure
- Young people - from every background and with many different talents - can be part of scientific activities like this if they study physics and closely related subjects
- UK industry benefits considerably from this project
- At modest public cost, the project will tell us fundamental things about the way the universe works



LHC Communication Priorities

Activities

- TV and radio coverage
- National Schools Programme
- National touring exhibition
- Public events across the UK
- Receptions for VIPs and opinion formers
- Update meetings for journalists
- Continually updated website



Delivery Channels

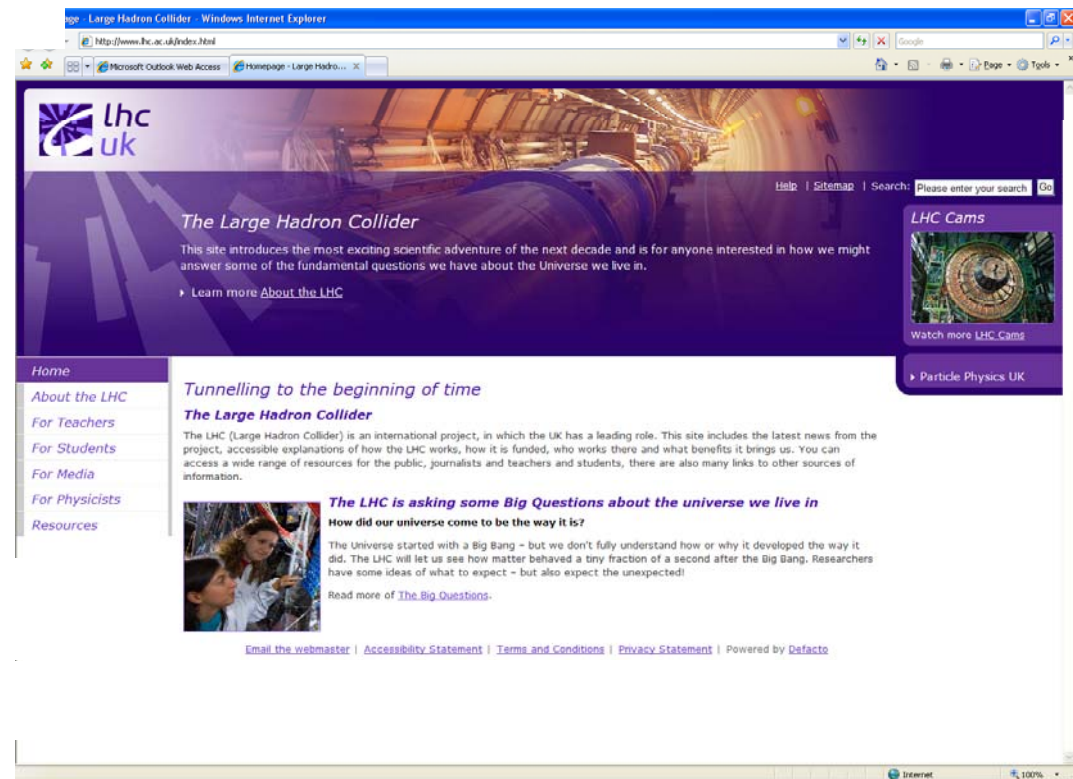
- Website
- Television Documentaries
- News Media
 - Researchers
- Schools Programme
- Public Events
- VIP Events

Dedicated Website

www.particlephysics.ac.uk
www.lhc.ac.uk

LHC website

- UK focus
- Public audience
- 'For physicists' section





Television and the LHC

- **TV Producers Briefing (2006)**

Event to show independent/network TV producers of factual entertainment programmes how interesting and exciting the LHC is by looking at topics that will appeal to producers

- Extra dimensions
- Baby black holes
- Supersymmetry
- Exploring time and space

- **Aim**

prompt action now whilst producers can still film at the LHC and get several documentaries in progress, to air in 2007/8

- **Outcome**

BBC Horizon, National Geographic, BBC 4 (Atom), Teachers TV, BBC 2 (Cosmos), other independents and still growing



Journalists and the LHC

- **Media Field Trips**

The real impact of the LHC can only be appreciated by visiting CERN. Continuing programme of visits for key journalists (National/Regional). Where possible these visits coincide with milestones and introduce journalists to UK scientists at CERN

- **UK Press Briefings**

London Press Conference prior to LHC switch-on to fully brief the news media.

- **CERN Press Briefings**

STFC will support UK media involvement in CERN press briefings – especially “Tunnel Closure” and “Switch-on”.



Researchers and the LHC

- **Media Volunteers**

Interest in communicating the LHC via the media is widespread. A single request for scientists to help has produced 25 volunteers, ranging from PhD students to former directors at CERN. We are collecting data on the volunteers so that we can make the most of opportunities to use role models who are younger, female or from an ethnic minority.

- **Media Training**

All these volunteers are being encouraged to take up the media training STFC offers to researchers it funds. Training is also being offered to PhD students who are not eligible under the usual scheme but are particularly important for inspiring the next generation of scientists.



Schools Programme

- Posters, leaflets, cartoon book
- Web-based education package
 - A-level physics
 - 14+ ‘How science works’
- Teacher’s TV programmes and resources
- Schools lecture (30 lectures)





Public Events

Major National Exhibition

- Science Museum and national tour
 - www.sciencemuseum.org.uk/antenna/bigbang/

Events across the UK

- Café scientifiques, science centres, sci-art projects, science festivals





LHC Communications project

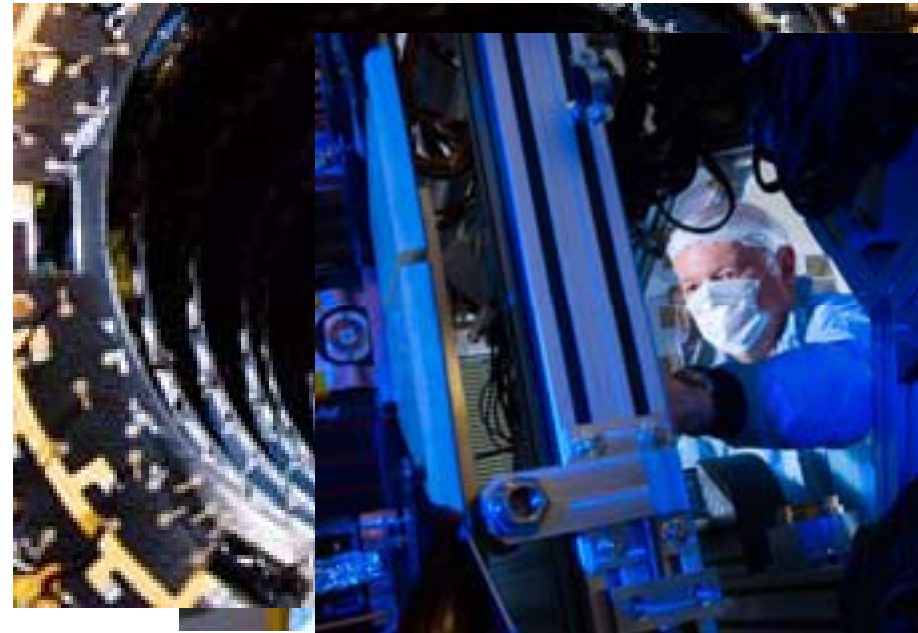
VIP Receptions

- Parliamentary Scientific Committee
- MPs visit to CERN – June/July 2007
- ‘Opening ceremonies’ etc.



Resources

- **Film**
Building up image library of UK labs and components
 - B-Roll
 - CGI animations
- **Photography**
Arranging photography showing UK researchers and their contributions to the LHC
- **Simple Explanations**
Developing simple briefing materials, explaining key concepts associated with the LHC and its science





Timeline

- **2006**
 - TV Producers event
 - Trips to CERN for media
 - Media training for researchers
 - Collecting resources such as photographs, video
 - Planning for dedicated education materials, museum exhibition
 - VIP visits to CERN for political figures / opinion formers
 - Refine strategy



Timeline continued

- **2007**
 - Exhibition tours museums nationally
 - Press Briefing to mark LHC tunnel closing
 - Press Releases to mark key milestones (detector installation)
 - LHC section on public website
 - VIP reception to make political figures aware of LHC starting
 - Documentaries start to air [BBC Horizon]



Timeline continued

- **2008**
 - 'Switch on' Media event at CERN
 - Press briefing to explain early LHC results
 - Regular announcements on the outcomes of the LHC research
 - Further television documentary coverage
 - Fame & Fortune for all once the Higgs is found?!



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Ensuring the LHC
IS NOT
the best kept secret in
science