



Science & Technology  
Facilities Council

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## UK LHC Communications Campaign: rationale

- Accountability - £0.5 billion of public money
- Engage the public: openness and dialogue
- Support for Government's Science & Innovation Strategy: 'Big Questions' enthuse teachers/young people leads to increased take up in SET higher education
- Raising cultural profile of modern physics



# LHC Communications Campaign

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



# Developing a Strategy

- Steering group set up (scientists, funders, media and others) to set strategy with agreed priorities and costed plans
- Presented plans to UK particle physics community in April 2006
- Public perceptions studied (focus groups, interviews)  
<http://www.scitech.ac.uk/Resources/Word/Report.doc>
- Evaluation built in from the start



# LHC Communications Priorities

## Audiences

- *public*
- *policy makers and opinion formers*
- *students aged 14-16*



# LHC Communication Priorities

## Principal messages

- Ambitious facility that seeks to shed light on some of the most fundamental questions in science
- Exciting international, collaborative venture
- Valuable technological spin-offs
- Scientists enthusiastic to share the excitement of the adventure
- Young people can be part of scientific activities like this if they study physics and closely related subjects
- UK industry benefits
- 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

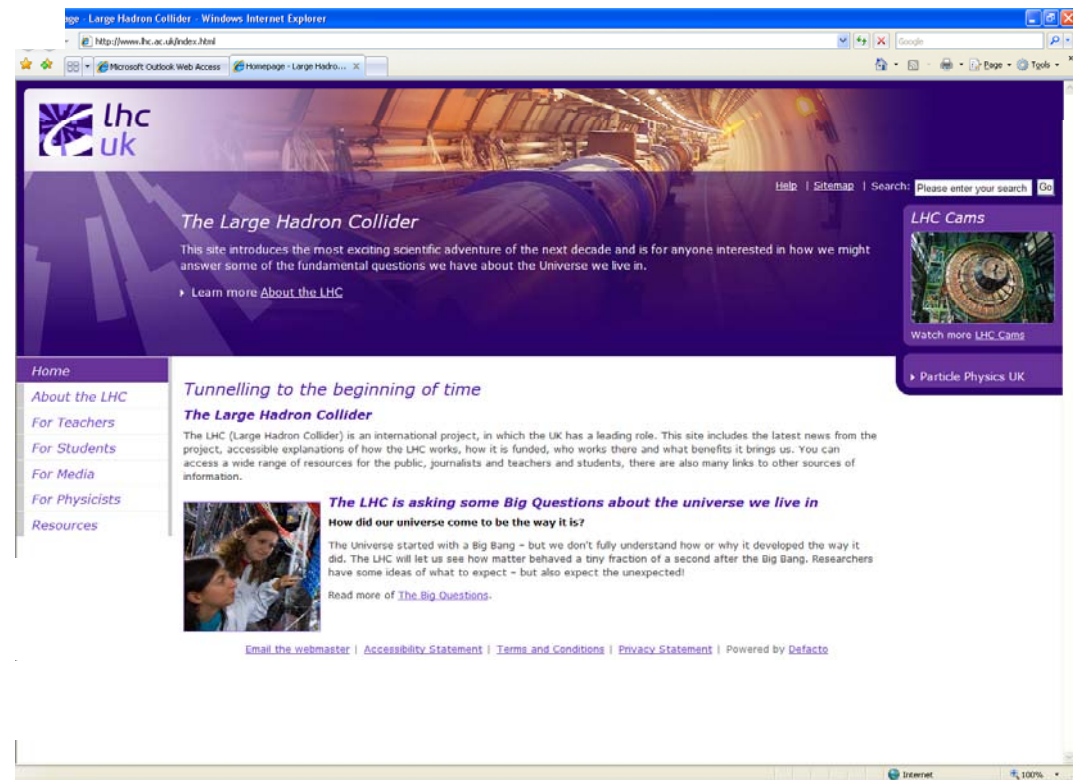


# Dedicated Website

[www.particlephysics.ac.uk](http://www.particlephysics.ac.uk)  
[www.lhc.ac.uk](http://www.lhc.ac.uk)

LHC website

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





# Television and the LHC

- **TV producers' briefing (2006)**

Highlight 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 visits to CERN**
- **UK Press Briefings**  
London Press Conference before LHC switch-on to brief the news media.
- **CERN Press Briefings**  
STFC will support UK media involvement in CERN press briefings – especially “Tunnel Closure” and “Switch-on”.



# Involving LHC researchers

- **Media Volunteers**

25 volunteers, ranging from PhD students to former CERN directors.

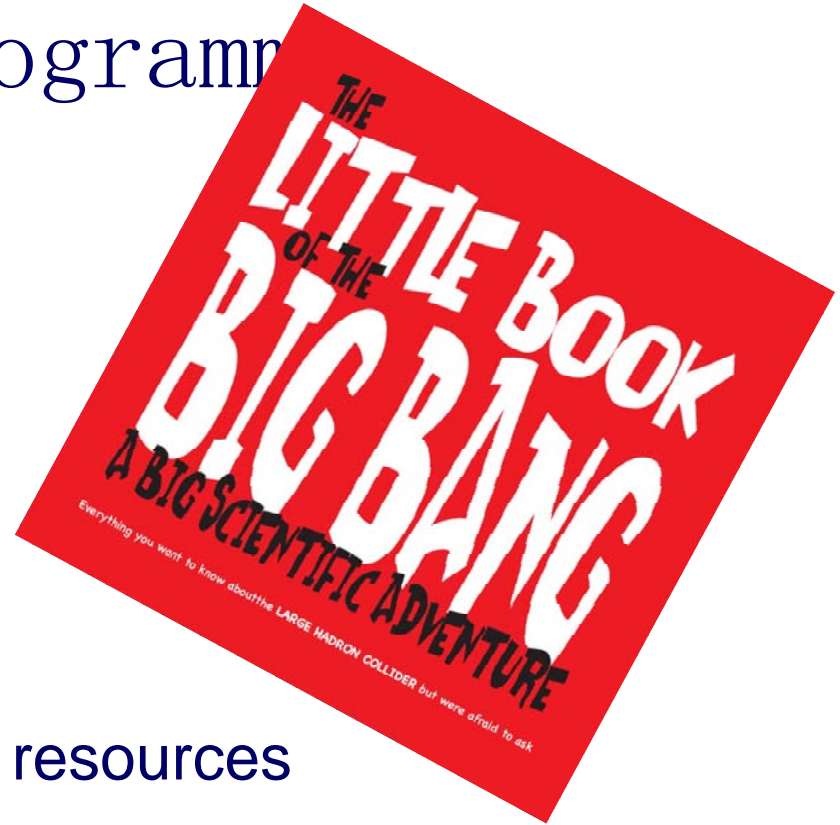
- **Media Training**

Volunteers are being encouraged to take up the media training STFC offers to researchers it funds. Training is also being offered to PhD students.



## Schools' Programme

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





# Public Events



## National Exhibition

- Science Museum and national tour
  - [www.sciencemuseum.org.uk/antenna/bigbang/](http://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
- **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
  - Collecting resources (photographs, video etc.)
  - Planning 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 broadcast [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



The UK public must be given  
every opportunity to share in  
the excitement of the biggest  
experimental programme on  
Earth