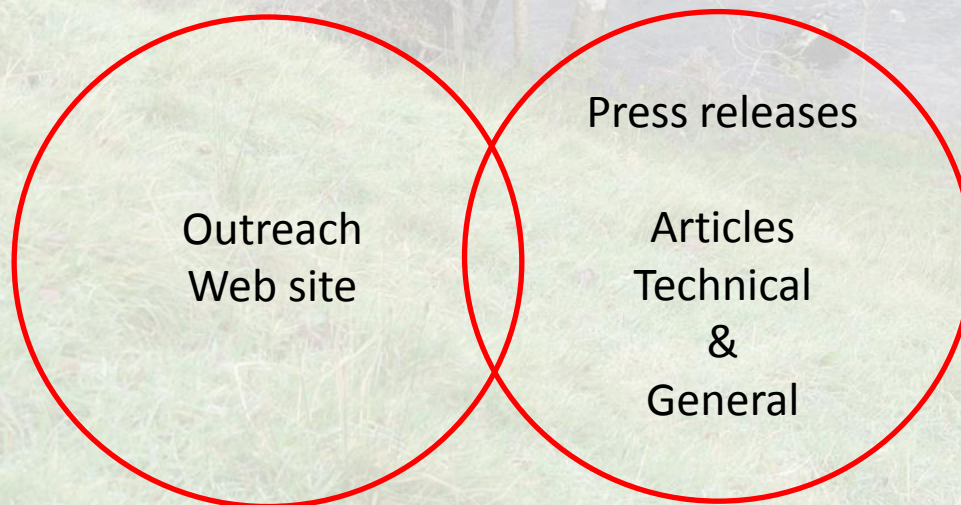


Photographs
&
Videos
&
Animations

Stories

People
Industrial Links
Physics Results



What has Happened?

A meeting:

STFC/RAL Stephanie Hills, Jake Gilmore
FermiLab Katie Yurkewicz

Photographs arranged
for the labs

Katie is the link into Berkley
Jake has made contact into Daresbury

Need to make contacts for photographs
: Institutes
: Projects

STFC media professionals are primed to help with communications/outreach.
Not exclusively STFC *or even UK*

MICE based so will help with publicity in any suitable MICE context for any our institutes

What has Happened?

An outreach web page:

started – still short of alpha version being released to the collaboration

MICE news:

talked to various people about more regular updates

Getting weekly reports from Andy on the Hall meeting and starting to get regular reports from other meetings

Photographs

Seen some of the work from the lab photographers at Fermilab, Berkeley and RAL – including videos. Talks by Steve Virostek, Yagmur Torun, Ken Long, Andy Nichols.

The Problems

People always have more urgent things to do than worrying about publicity

If we have no experiment we have no news ...

Publicity is never urgent ... but it is important

What is a story?

It is **not** just the end.

“... the princess married the prince and they all lived happily ever after”

“With the Gardiners, they were always on the most intimate terms. Darcy, as well as Elizabeth, really loved them; and they were both ever sensible of the warmest gratitude towards the persons who, by bringing her into Derbyshire, had been the means of uniting them.”

“In their death they were not divided”

“Pour que tout soit consommé, pour que je me sente moins seul, il me restait à souhaiter qu'il y ait beaucoup de spectateurs le jour de mon exécution et qu'ils m'accueillent avec des cris de haine.”

we need to be able to tell the **Full** story

What MICE need?

- Someone to co-ordinate the effort
Continuous recording and organising of suitable material (started)
- People to take responsibility for feeding the information from **institutes** and the **projects** into the “central story”
- That means responding to the requests for news, with the story not just “happily ever after”
- Organising photographs for developments in their universities and making them available form MICE and for developments in the labs either communicating with the laboratory photographers or contacting me ahead of time so I can make the arrangement.
- Portrait photographs of people who are “involved” in the story. Organise at your home institute.
- People who are available to act as “spokespeople” for MICE, when journalists call.
We will organise suitable training – and we don’t intend this to be limited to the senior members of the collaboration.

News threads

Students who start on MICE
Students who complete their thesis.

Talks given for MICE, at conferences and at other institutes.
(I know there are filed, but when they are delivered I think we ought to record it)

Regular reports of progress meetings (like the Hall meetings), not necessarily every meeting, and probably normally very brief. If you are having a meeting it is because you have something to say to each other in the project and a summary of that is of interest to the collaboration.

People to upload photographs to the MICE photograph album.

I will send out a request for volunteers to act as the conduits of information from institutes and projects.

I will make a second round of individual requests for “volunteers” where there is no response to the general requests.