LHC Communications in Switzerland

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Contents

- Present situation
- Action plan – funding
- Travelling Exhibit
- Planned activities
  10 September 2008: First Beam
  21 October 2008: Inauguration Ceremony
  Fundraising
Present situation

- Good media coverage – demanding reports, not sustainable
- CERN Press Office – internationally orientated PR
- Limited diffusion in Switzerland (German part), no emotional experience ▼ ▲
- Unique and attractive experiments at LHC
- Excellent opportunity for activities in Public Understanding of Science and promoting young researchers
Action plan

Coordinated and concerted measures, such as:

- **Website** (Swiss reference)

- **Events** (dialogue with general public)
  
  National Event (1/2009) – *Travelling Exhibit* – Science Cafés

- **Media Relations** (popular press, tv, radio, online media)

- **Documentations**
  
  for defined stakeholders (schools, politicians, enterprises etc.)
Funding

Estimated costs: ca. **650‘000 CHF**; fundraising in progress:

- Approved 30‘000 CHF to build up the Swiss LHC Website (ETH Board)
  [www.swiss-lhc.ch](http://www.swiss-lhc.ch) will be online by mid October

- Pending application for 50‘000 CHF for Media Relations (State Secretariat for Education and Research SBF)

- Pending 300‘000 CHF for the Travelling Exhibit (Stiftung Mercator Schweiz)

- Pending 270‘000 CHF for required accompanying measures, such as events, Science Cafés, advertising, documentations, management etc. (Gebert Rüf Stiftung)
New Swiss LHC Website (Homepage/draft)


Der Large Hadron Collider (LHC) ist der neue Teilchenbeschleuniger am CERN in der Schweiz. In der Nähe von Genf liegt in 100 Meter Tiefe ein 27 Kilometer langes, kreisrundes Tunnel. In ihm werden winzige Teilchen beinahe auf Lichtgeschwindigkeit beschleunigt und zum Zusammenprall gebracht. Dank dieses riesigen Instruments hoffen die ForscherInnen und Forscher vom CERN neues Wissen über die Entstehung des Universums zu erhalten.
Travelling Exhibit – «Big Bang live»

- LHC simulator touring through Switzerland (20 biggest towns)
- Showing an attractive video: Back to the beginning of the universe – a journey through space and time from the perspective of an accelerated LHC proton; onsite specialists/documentations

Sample of a simulator
Planned activities

- **Around 10 September: First Beam**
  Advance information of media people (videostreams, webcast, CHIPP factsheet)
  Preview article (ETH Life and other university media)
  Onsite visits for journalists (ATLAS, CMS, LHCb)
  Media release (text, photos, CHIPP factsheet)

- **Around 21 October: Inauguration Ceremony at CERN**
  advance information, media release

- **Fundraising**
  If Mercator/Gebert Rüf negative ► urgent plan: SBF, Academies
  (SATW, SCNAT etc.), other foundations, donators
  CHIPP: collection of lecture royalties
Important Swiss CERN research! But nobody knows about …?