



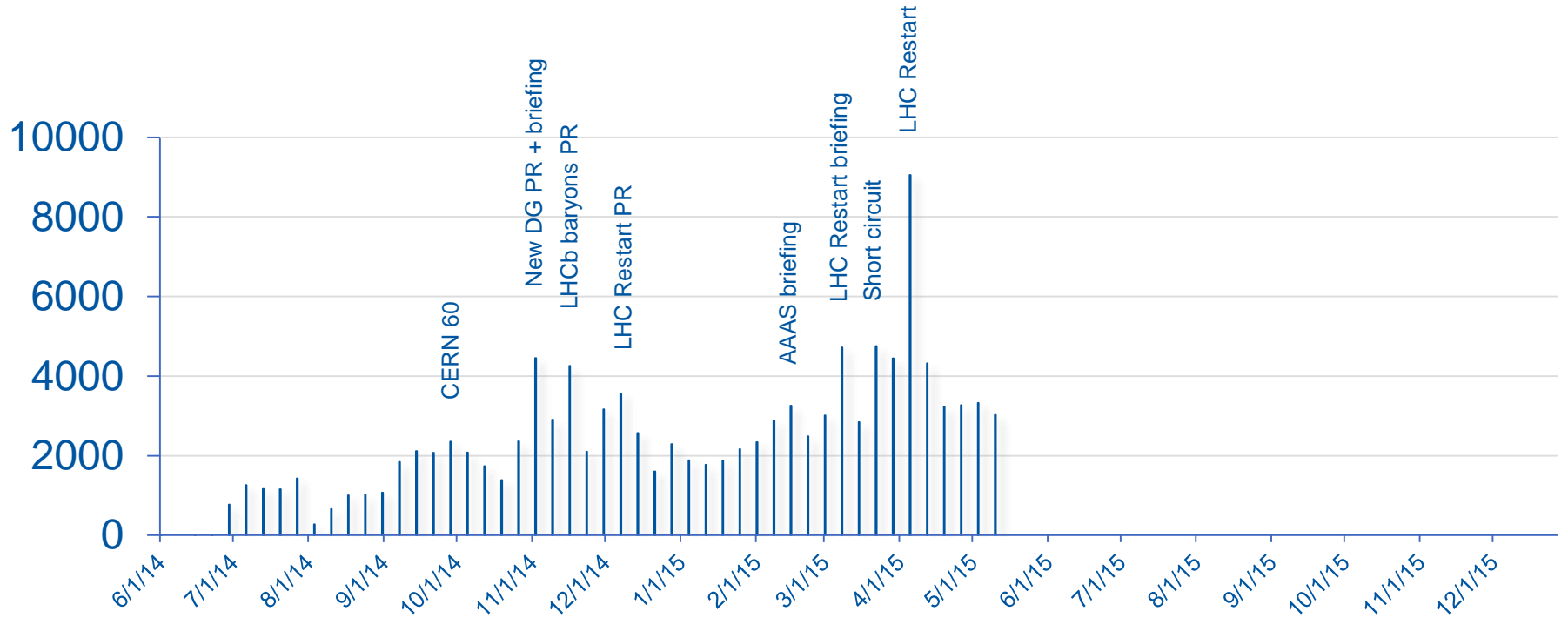
## The media plan in brief

- . ESOF June 2014 – press briefing: LHC schedule 1<sup>st</sup> announcement
- . December 2014 – Council press release: Restart confirmed for Spring 2015
- . AAAS February 2015 – #RestartLHC press briefing
- . March 2015 – #RestartLHC press briefing at CERN
- . April 2015 – Beams back in the LHC – liveblog + press release + VNR + webcast Q&A
- . May/June 2015 – Start of Run2 - liveblog + press release + VNR + (live) webcast Q&A

In addition to these steps, we have to adapt to the situation and send update to the media occasionally (short circuit, 13 TeV collisions?...)

# Global media coverage

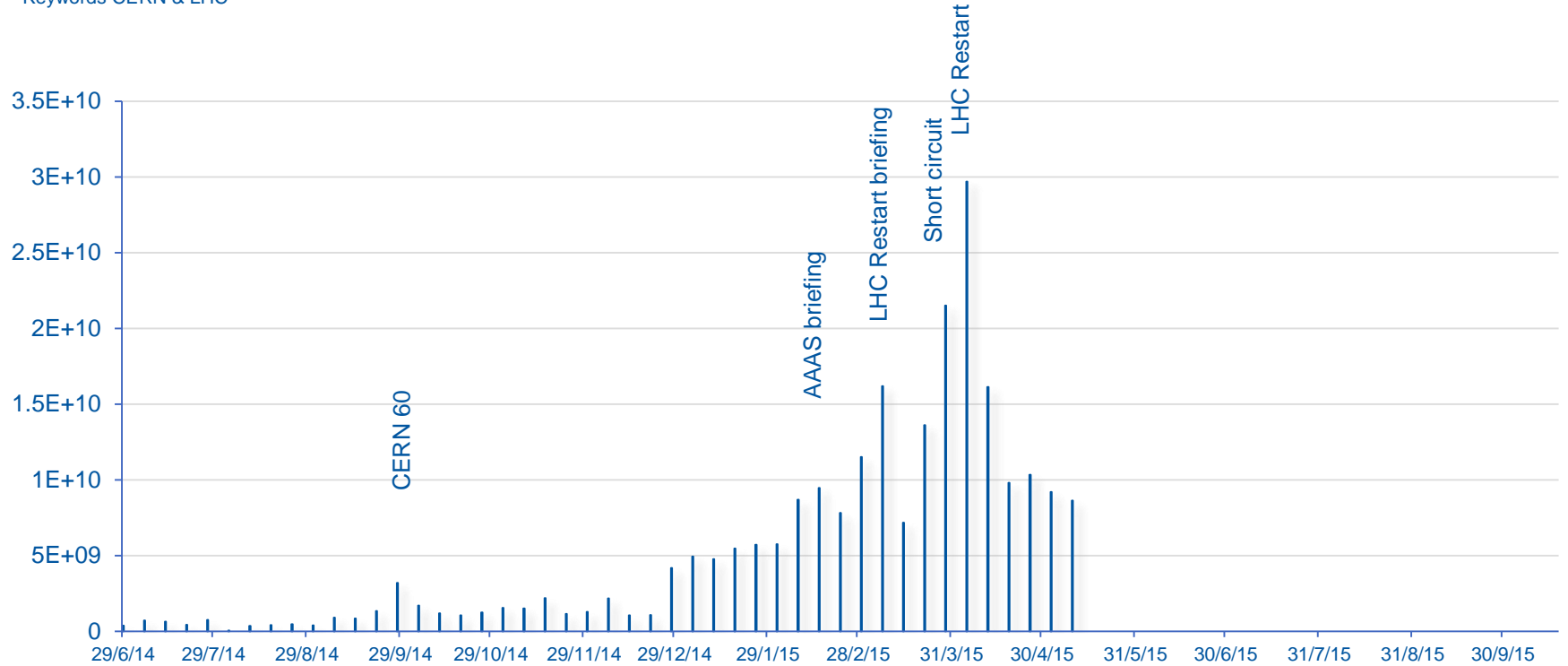
Number of press cuttings – CERN & LHC



# Media impact

Monthly unique visitors of media mentioning CERN ( $\approx$  potential reach)

Keywords CERN & LHC



# TV media coverage – Easter RestartLHC

Identified TV footage from CERN identified 555 times worldwide



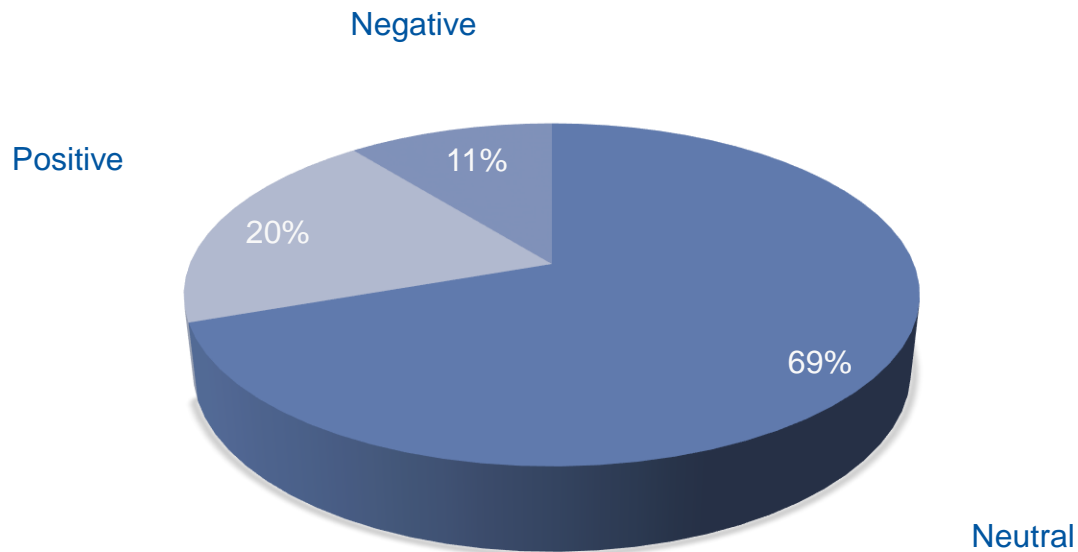
# Media coverage by country

April 2015



# Tone\* of articles

April 2015



\*Tone as automatically defined by our media monitoring system - indicator to be taken cautiously

## Potential upcoming updates (meaning web stories)

- . 900 GeV collisions - tuning the experiments (done)
- . Preparations in the experiments
- . Beams at nominal intensity
- . 13 TeV collisions tests – also sent to media (end of the week?)
- . Increasing intensity and bunch spacing
- . Scrubbing runs and electron clouds
- . UFO/MUFO issues



# Lessons from 450 GeV collisions

- . Collisions before start of physics are challenging for us...
- ... But we try to prepare in advance and need to be reactive!
- . What we did for 450 GeV collisions
  - . Nothing to the media in this case, but web story + social media
  - . Coordination with LHC experiments is key in such situations (messaging, event displays...)
  - . We monitor social media continuously in such a case in order to send out if needed as soon as needed
- . Media reported quite correctly – they react very quickly to such news, but the coverage is not that high level for this – so it is fine
- . The message for 13 TeV collisions happening before start of physics will be tricky

# 13 TeV collisions – this week?

## . Messaging:

- Test collisions at record energy is one of the last steps before the start of physics, to prepare the machine and the experiments

## . An update in preparation:

- Web story + social media + information to the media
- Continuous social media monitoring
- We may need some more proactive actions (depending the situation)

# Start of Run2 event

- . We should know about 1 week in advance and will inform stakeholders
- . We will NOT announce timing
- . We will have live blog on the day as for Easter week-end (including short videos when ready)
  - We will try to make videos available as fast as possible
- . We will switch to live webcast when close to collisions + Q&A afterward
  - Live from experiment control rooms included
  - No news media onsite (but Discovery, Sixty Minutes for later documentaries)
- . We will have press release + Footage to TVs (as for the Easter week-end)

# Discussion

- . Any plan(s) in the different countries?
- . Anything you need from us?

Round table...