

Press Work during the EPS 2015 in Vienna

Jochen Schieck
Institute of High Energy Physics
and University of Technology, Atominstitut

for the local organising committee

October, 16th, 2015

Some numbers

- total number of participants:
 - 723 scientist + 43 accompanying persons = 766
- total number of registered participants:
 - 746 scientist + 43 accompanying persons = 789
- total number of no-show-ups: 23

Press Work during the EPS - Outline

- EPS conference is one of the big summer conference with new results in various areas being expected
- excellent opportunity to present particle physics to host country / city
 - dedicated outreach program → not part of this talk
 - press work for media
- impact of press work for “the community”

Press Work

- **significant effort!**
- we had no external professional team and the work was done by “internal experts” without additional budget
- **BIG THANKS** to everybody to contributed to this success!
- excellent team - great spirit!
- close collaboration of PR-expert and physicist essential

Press Work - before the conference I

- **start early** - press appreciates to be informed well ahead
 - press briefing with media two month before the conference - very well attended by all major Austrian media
- the press is thankful for all information they get (and can use)!
- press kit with background information about particle physics prepared - english and german (inspired by ICHEP 2014 in Valencia)

PRESS PACK

EPS-HEP2015

European Physical Society Conference
on High Energy Physics

Vienna, 22 – 29 July 2015
at the University of Vienna

8. Future accelerators

The LHC at CERN has just started its second period of data taking with record breaking collision energy and scientists working at the experiments are enthusiastic to analyze the data and to search for new phenomena's. Several interesting years are ahead of us!

Nevertheless, it's time to work and plan the future. The upgrade program of LHC towards a machine with even higher intensity the so-called High-Luminosity LHC has started and is well under way. New components, including novel superconducting magnets, are under development to replace a significant fraction of the present LHC machine. Also in other laboratories existing machines are upgraded and new ones conceived. An example is the ongoing work at Fermilab (USA) towards a high intensity accelerator for future neutrino experiments.

Beyond that, the particle physics community is already thinking about the next generation of large scientific facilities. The International Linear Collider Project (ILC) is at present under scrutiny by the Japanese Government in view of a proposal to host that machine in Japan. The design for an even more ambitious project the Compact Linear Collider (CLIC) is making good progress. And very recently the study for a possible Future Circular Collider facility (FCC) was launched. This study, foreseen to conclude in about 4 years, should show the technical feasibility of a circular hadron collider (a super LHC) possibly preceded by an electron positron collider in the same tunnel with a circumference of about 100 km.

These ambitious projects require developments and breakthroughs in many technology areas. Examples are the developments of high field magnets with novel superconducting materials, even utilizing for the first time room temperature superconductors, or high gradient accelerating structures. We expect many exciting talks and new results on these topics during the conference!

Press Work - before the conference II

- identify possible highlights before the conference
 - highlights from CERN well covered by CERN press office
 - for non-CERN experiments: read abstract and search for highlights
 - contact collaborations / authors beforehand and ask explicitly for new results (“do you plan a press release”?)
 - hard to get detailed information beforehand
 - but PR office is informed about possible highlights

Press Work - during the Conference

- we were a team of about 10 people (!) working full time on PR
- clarify which tasks you want to fulfil during the conference
- **define responsibilities** and **procedure** clearly
- one person as head of the PR-office as a central contact person and decision maker

Press Work - tasks during the Conference I

- press release (Thomas, Jochen, Sven)
- press conference (Sven)
- contact person for local media - approach media (Sven)
- identification of highlights during the conference (Jochen)
- identification of possible interview partners (Jochen)
- contact to CERN scientists (incl. DG) (CERN PR)
- preparation of daily newsletter (Silke and team)

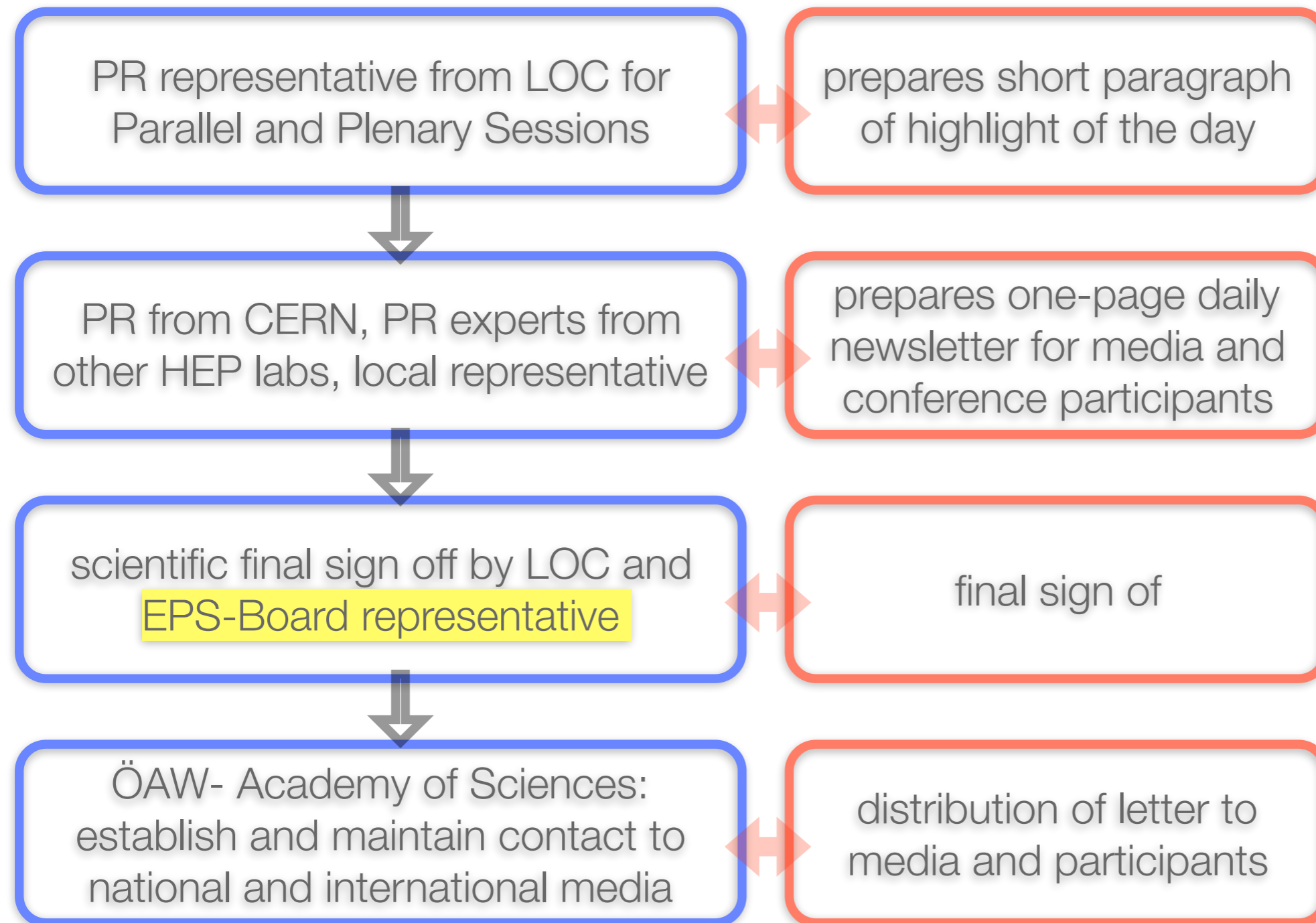
Press Work - tasks during the Conference II

- translation from / into english / german (Manfred)
- Social media - Twitter and Facebook (Ahba)
- daily blog (Pauline)
- Interviews (Ahba)
- Photos (Jakob and Gertrud)
- updates of EPS conference WWW-page (Marko, Thomas)
- experiment specific work (ATLAS Team, CERN,...)

Daily Newsletter

- Initially planned as information for press and participants
 - daily edition in english and german
 - hardly picked up or read by media (as far as I can tell)
- very well received by participants as “start into the day”
- two-page layout matches the information content people are willing to digest
- **significant work**
- **no complaints from people about content or missing information!**

Press Work - daily newsletter



clear definition of responsibilities

Daily Newsletter – Monday, 27 July

We turn from the parallel mode to the plenary sessions. Following are today's highlights, including our live webcast:

<http://eps-hep2015.eu/live-webcast>

The EPS-HEPP Prize Goes to...

The first highlight of the day is the prize ceremony. The HEPP prize goes to a group of five theorists – G. Altarelli, J. Bjorken, Y. Dokshitzer, L. Lipatov, G. Parisi – for their ground-breaking work on the proton structure. The Cocconi Prize will be awarded to F. Halzen for his leading role in neutrinos astrophysics and the discovery of very high energy extraterrestrial neutrinos by IceCube. There are two prizes for young physicists. One is for outstanding achievements in experimental research, and is shared this year by two physicists:

J. Grosse-Oetringhaus, G. Petrucciani. The other prize, the Gribov Medal, goes to P. Vieira for impressive contributions to formal field-theory. Finally, the important outreach prize will be awarded to K. Shaw for her unique and successful efforts to bring the International Masterclasses to developing countries.

LHC

The Large Hadron Collider is restarting in a new energy range after its long shutdown. There will be a report on its status and plans for future upgrades.

Higgs and New Physics

There is a review of our current experimental understanding of the Higgs boson three years after its discovery. In addition, the latest results of searches for Higgs physics beyond the Standard Model are presented. The discovery of the Higgs boson and the measurement of its properties have deep implications on what nature should look like

at very short distances, i.e., at very high energies to which we do not yet have direct access. These implications are discussed, together with the prospects of learning more at the LHC and future colliders.

Top and Electroweak Physics

There are two plenary presentations giving an overview on the current status of the fields of electroweak physics and the physics of the top quark. During Run I data taking period the LHC experiments have taken the leadership in the exploration of the TeV scale electroweak Standard Model (and beyond) physics. In particular the fact that a pp collider behaves as a "Vector-boson-collider" was demonstrated and opens a huge field of studies of the interplay between Vector-boson scattering unitarization and Electro-Weak symmetry breaking mechanism. First results from Run II (July 2015) will be shown to confirm that the journey is restarting. There is also a plenary presentation dedicated to the theoretical aspects and methods that are required to interpret and understand the wealth of data obtained at particle colliders such as the Large Hadron Collider. This covers the strong nuclear, the weak as well as the electromagnetic forces.

String Theory and Lattice Gauge Theory

The very last two plenary talks in the afternoon will survey recent developments in string theory and lattice gauge theory: Freddy Cachazo from the Perimeter Institute will speak about string theory and Ruth van de Water from Fermilab about lattice gauge theory.

Public Events

The program will start at 18:00 with a Symposium on Art and Science. The vernissage of the three exhibits takes place under the arcades of the University. Following that will come the first edition of the Physics Slam, starting at 19:30 at the Audimax. [Physicists introduce EPS 2015 talks](#) in three minutes on stage. The audience selects the winner.

Social Events

Those who got tickets will enjoy a classical concert under the impressive fresco of the Austrian Academy of Science Festsaal.

“Be ambitious and persevering”

We met with Kerstin Borrás, deputy spokesperson for the CMS experiment, and Andreas Hoecker, physics coordinator for the ATLAS experiment, for a brief chat. Both experiments have been presenting the results from the early data of the LHC's Run 2 at EPS HEP 2015.



What was the most challenging aspect of preparing for EPS HEP 2015?

KB: To have results without our magnet switched on as we are still working on detector maintenance, especially our cryogenic system. The greatest challenges though are unexpected. You plan as much as possible but things change. We worked day and night to get new results.

AH: We wanted to have early data results. Many huge changes were made during Long Shutdown 1, including installing a new

detector, the Insertable B-Layer. Commissioning it was a challenge. Changes were also made in computing, software and analysis models were revamped. Initial running of the detectors while producing new physics results is not easy but we managed it.

What was a lesson learned or the most difficult thing you've done in your career?

KB: I learned that underlying events with very low energy can mimic a lot of fake signals. I first saw this while working on the CDF experiment and found them very interesting. When I joined CMS, I wanted to continue with measurements at low energy.

AH: The most difficult thing I've done is working as a physics coordinator in a large experiment like ATLAS and trying to really make sure that all the young people have visibility not only inside the collaboration but also in the larger community. It is important to properly represent those working on data analysis, detector and computing. I want everyone to feel ownership of the result.

What is your advice for young physicists?

KB: Work on all aspects of physics if possible – detector, data analysis, but always keep in mind the physics goals of the experiment you are working on. Teamwork is very important, as is communicating clearly within the team.

AH: Be ambitious and persevering. Find the most difficult topic that is important for the experiment and be creative. Creativity is the most important part and one that makes your work a happy one.

Contacts

Jochen Schieck, Chair LOC
Mail: jochen.schieck@oeaw.ac.at

Thomas Lohse, Chair IOC
Mail: lohse@physik.hu-berlin.de

Silke Zollinger, Conference Press Team
Mail: silke.zollinger@stfc.ac.uk

Daily Blog

PAULINE GAGNON | | [VIEW BLOG | READ BIO](#)

Dark matter and dark energy better watch out

Dark matter and dark energy feature prominently at the European Physics Society conference on particle physics in Vienna. Although physicists now understand pretty well the basic constituents of matter, all what one sees on Earth, in stars and galaxies, this huge amount of matter only accounts for 5% of the whole content of the Universe. Not surprising then that much efforts are deployed to elucidate the nature of dark matter (27% of the Universe), and dark energy (68%).

Since the Big Bang, the Universe is not only expanding, but this expansion is also accelerating. So which energy fuels this acceleration? We call it dark energy. This is still something absolutely unknown but the [Dark Energy Survey \(DES\)](#) team is determined to get some answers. To do so, they are searching a quarter of the southern sky, mapping the location, shape and distribution of various astronomical objects such as galactic clusters (large groups of galaxies) and supernovae (exploding stars). Their goal is to record information on 300 million galaxies and 2500 supernovae.

Galaxies formed thanks to gravity that allowed matter to cluster. But this happened against the dispersive effect of dark energy, since the expansion of the Universe scattered matter away. The [DES scientists](#) essentially study how large structures such as galactic clusters evolved in time by looking at objects at various distances, and whose light comes from different times in the past. With more data, they hope to better understand the dynamic of expansion.

Dark matter is just as unknown. So far, it has only manifested itself through gravitational effects. We can "feel" its presence but we cannot see it, since it emits no light, unlike regular matter found in stars and supernovae. As if the whole Universe was full of ghosts. A dozen detectors, using different techniques, are trying to find dark matter particles.

Not easy to catch such elusive particles when no one knows how and if these particles interact with matter. Moreover, these particles must interact very rarely with regular matter (otherwise, they would already have been found), the name of the game is to use massive detectors, in the hope one nucleus from one of the detector atoms will recoil when hit by a dark matter particle, inducing a small but detectable vibration in the detector. The experiments search for a range of possibilities, depending on the mass of the dark matter particles and how often they can interact with matter.

The plot below shows how often dark matter particles could interact with a nucleus (vertical axis) as a function of their mass (horizontal axis). This spans a wide region of possibilities one must test. The various curves indicate what has been achieved so far by different experiments. All possibilities above the curves are excluded. The left part of the plot is harder to probe since the lighter the dark matter particles is, the smaller the vibration induced.

BLOGS

PEOPLE
Select Author...

LABORATORIES

European Organization for Nuclear Research
[View Blog \(English\)](#) [Read Bio \(English\)](#)
[View Blog \(French\)](#) [Read Bio \(French\)](#)

[CERN through the eyes of a young scientist](#)
[Two anomalies worth noticing](#)
[Deux petites anomalies remarquées](#)
[Bon anniversaire, cher boson!](#)

TRIUMF
[Collision of Art & Science: A head above water](#)
[A fish out of water](#)

Fermilab
[A measurement to watch](#)
[The Tesla experiment](#)

BROOKHAVEN NATIONAL LABORATORY
[Physicists at Large Hadron Collider Physics Conference Look Forward](#)
[Particle Beam Cancer Therapy: The Promise and Challenges](#)

KEK HIGH ENERGY ACCELERATOR RESEARCH ORGANIZATION
[Lectures of EDIT 2013 are broadcasted by the Ustream](#)
[全国各地の高校生、素粒子実験を体験 -Belle Plus2011開催-](#)

US/LHC

Twitter & Facebook

- not part of the press work preparation beforehand
 - Twitter account existed but hardly being used before
 - Facebook account being created “on the spot”
- big success during the conference which attracted a lot of attention!
- success clearly linked to the people working / being responsible for this media
- scientist follow twitter to catch latest results from conference

Twitter



EPS HEPP

29 July · 🌐

"Try out good ideas. Find out if it works. If not, find another one. There will always be someone who questions and someone who supports it, but you will never know if it works until you try it out," Giovanni Petrucciani CMS #EPSHEP2015 Young Experimental Physicist Prize winner



230 people reached

Boost Post



EPS HEPP Board @HEPPboardEPS · 27. Juli

Halzen received #EPSHEP2015 prize for his leading & visionary role in detection of ν high-energy extraterrestrial neutrinos @uw_icecube

🔄 2 ⭐ 1 ⋮

OeAW retweetete



APA-Science @APA_Science · 27. Juli

Forscher suchen Beschleuniger für energiereiche kosmische Strahlung go.apa.at/DwbqCOHY #EPSHEP2015 @oeaw @tuviaena @univienna

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EPS HEPP Board @HEPPboardEPS · 27. Juli

We luckily discovered enormous clarity in deep ice- F Halzen, #EPSHEP2015 Giuseppe & Vanna Cocconi Prize @uw_icecube



🔄 5 ⭐ 5 ⋮



CMS Experiment CERN @CMSexperiment · 27. Juli

And here's a beautiful animation to accompany our #EPSHEP2015 statement: youtube.com/watch?v=htwyxc... #13TeV twitter.com/CMSexperiment/...

🔄 10 ⭐ 10 ⋮

Medien anzeigen

Twitter

Post Details



EPS HEPP

28 July · 🌐

"Particle accelerators are far away from Venezuelan reality so a few of us got together after our PhD. We built and now, offer online particle physics courses in four Venezuelan universities. It's very exciting to see the students there learn and analyse data," Camila Rangel Smith, ATLAS Experiment at CERN

#EPSHEP2015 #CERN #LHC #physics #research



3,783 people reached

Boost Post

16 Likes 1 Comment 13 Shares

Like Comment Share

Reported stats may be delayed from what appears on posts

3,783 People Reached

113 Likes, Comments & Shares

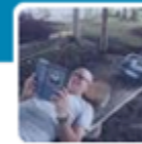
95 Likes	16 On Post	79 On Shares
5 Comments	1 On Post	4 On Shares
13 Shares	13 On Post	0 On Shares

558 Post Clicks

168 Photo views	0 Link clicks	390 Other Clicks
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LHC RRB Meeting October 2015... #EPSHEP2015 - Twitter Suche von 葉頌恩 (葉頌恩) auf Twitter Meeting of the EPS HEPP Boa... EPS HEPP

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22 - 23 JULY 2015
VIENNA, AUSTRIA

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<https://eps-hepp.web.cern.ch/eps-hepp/>

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EPS HEPP
October 22 at 8:59am · Edited ·

The latest issue of e-EPS has just been published. For us in the High Energy and Particle Physics Division, the inauguration of the Einstein House in Bern as the first joint EPS-APS Historic Site is of special interest, as is the recent Nobel Prize announcement. There is also a notice from the HEPP Board chair about the recent loss of 2015 EPS High Energy Physics Prize recipient, Guido Altarelli.

Summary & Personal Conclusion

- Press work during the EPS 2015 was a success
 - conference was very well visible in the local media
- Significant Workload which needs quite some person power - PR experts and scientists
- Start early - inform press well ahead and provide information for the media
- Decided what to do and whom to reach beforehand

MEDIENECHO ZUR TEILCHENPHYSIK-KONFERENZ EPS-HEP2015
22. - 29. JULI 2015

AUSWAHL

VORABBERICHTE

Wien wird zum Nabel der Teilchenphysik

Presseausendung via APA OTS vom 13.07.2015

Wien wird zum Nabel der Teilchenphysik

austria_innovativ Online vom 13.07.2015

Die Teilchenphysiker kommen nach Wien

ORF Science Channel Online vom 17.07.2015

Spurensuche in der Physik: Die Bausteine des Universums

Die Presse vom 18.07.2015 | Druckauflage: 108.030

Über 700 Teilchenphysiker versammeln sich in Wien

Der Standard Online vom 19.07.2015

Den Rätseln des Universums auf der Spur

Kurier vom 22.07.2015 | Druckauflage: 178.583, 1 Seite

Wien heute: Das Institut für Hochenergiephysik der ÖAW

ORF 2 vom 22.07.2015

BERICHTE WÄHREND DER KONFERENZ

ZIB24: Teilchenphysiker treffen sich auf Einladung der ÖAW in Wien

ORF 1 vom 23.07.2015

Bericht und Interviews u.a. mit Jochen Schieck, HEPHY

Rot-weiß-rote Jagd nach den Higgs-Teilchen

diepresse.com vom 24.07.2015

Bericht und Interview mit Jochen Schieck, HEPHY

Rot-weiß-rote Jagd nach den Higgs-Teilchen

Die Presse vom 25.07.2015 | Druckauflage: 108.030

Bericht und Interview mit Jochen Schieck, HEPHY

Verhiggt

wienerzeitung.at vom 27.07.2015

CERN: Physiker hoffen nach Upgrade auf dunkle Materie

futurezone.at vom 27.07.2015

Den Teilchen auf der Spur

Wiener Zeitung vom 28.07.2015 | Druckauflage: 22.000, 3 Seiten

"Wir laufen keiner Theorie hinterher"

ORF Science Channel Online vom 28.07.2015,

Interview mit Fabiola Gianotti und Rolf Heuer, CERN

Wissen aktuell: Wozu Pentaquarks?

Radio Ö1 vom 28.07.2015,

Interview mit Rolf Heuer, CERN

"Am liebsten wäre mir eine Überraschung"

Der Standard Online vom 28.07.2015

Suche nach Higgs-Teilchen und Dunkler Materie

Der Standard Online vom 28.07.2015

Blick in die Tiefe des Universums

Kronen Zeitung vom 28.07.2015 | Druckauflage: 870.086, ½ Seite

Reality Check: Particle Physics

Radio FM4 vom 29.07.2015

Interview mit Konferenzgast Dave Chaplan

Suche nach Higgs-Teilchen und Dunkler Materie

Der Standard * vom 29.07.2015 | Druckauflage: 81416, 1 Seite

"Am liebsten wäre mir eine Überraschung"

Der Standard * vom 29.07.2015 | Druckauflage: 81416, 1 Seite

Von Tag zu Tag: Teilchen-Kollision

Radio Ö1 vom 29.07.2015

Call-in Sendung mit Studiogast Jochen Schieck, HEPY

NACHBERICHTERSTATTUNG

Teilchenjagd auf der Erde und im Weltall

Die Presse vom 01.08.2015 | Druckauflage: 108030, 1 Seite

Radio FM4

Sendung von FM4 zur Teilchenphysik im Herbst

Falter Heureka

Beitrag zu Teilchenphysik in der Wissenschaftsbeilage des Falter im Herbst

Die Furche

Interview mit Rolf Heuer (CERN) in „Die Furche“ im Herbst