Global Communication for a Global Community

Particle Physics Communication Conference

XVII^{me} Rencontres de la Vallée D'Aoste
March 2003

Judith Jackson, Fermilab

InterAction Group: International Communication in Particle Physics

EPOG, 12th Outreach Meeting, CERN, April 2003

Petra Folkerts, DESY / Judith Jackson, Fermilab

Global Communication for Global Particle Physics

- To increase support around the world for fundamental particle physics research.
- Collaboration among laboratories in particle physics communication is critical to the future of our field.
- For a large-scale facility to be built and operated somewhere in the world, our field's ability to communicate as one will be essential.

Global Communication for Global Particle Physics

- In the field of particle physics, most communication resources are concentrated at the labs: mission, budget, professional staff, expertise, continuity.

- We can use resources more efficiently, avoid parallel efforts, make the most of opportunities.

Links to others

EPOG

OFFICE OF SCIENCE
U.S. DEPARTMENT of ENERGY

LAB COMMUNICATION COUNCIL

APS

ICFA
International Committee for Future Accelerators
Sponsored by the Particles and Fields Commission of IUPAP

YPP

KET

FEST

AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

The InterAction Group

InterAction collaboration started December 2001 at DESY meeting: *Brookhaven, Gran Sasso, DESY, Fermilab, CERN / SLAC (one person)*

Meetings:

Amsterdam, August 2002

La Thuile, March 2003

Fermilab, August 2003

InterAction: Current members

- APS
- Brookhaven
- Berkeley Lab
- CERN
- Cornell
- DESY
- Dubna
- Frascati (INFN)
- Fermilab
- Gran Sasso (INFN)
- INFN
- IN2P3
- KEK
- Saclay
- SLAC
- Thomas Jefferson

All particle physics labs and funding agencies are invited to join.

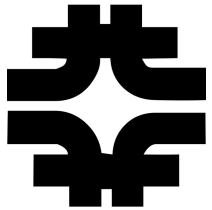
InterAction: Strategy

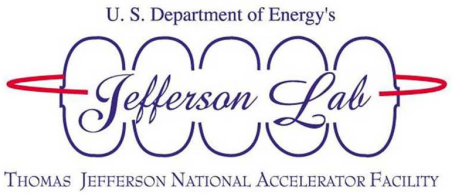
- Strengthen collaboration among laboratory communicators in order to
  - Develop a common science message
  - Speak with one voice*
  - Share resources

*recognizing need for scientific competition and different points of view

InterAction: Strategy Goal

- Create a strategic worldwide particle physics communication plan for InterAction, which has to fit the specific political procedures in the different states.





ICFA letter of support

"At the recent ICFA meeting, the Committee appreciated your report on the need for better communication about particle physics, and ICFA endorses the efforts of the international collaboration of particle physics communicators, InterAction."
February, 2003

InterAction:
First Steps & Successes

- Common “Interactions Newswire”
- Press release coordination and consultation
- Communication on the agenda at particle physics conferences and committee meetings:

  La Thuile Conf., 2002
  ICFA @ CERN, 2002
  ICFA @ KEK, 2003
  La Thuile Conf., 2003
  DOE/APS/NSF in Washington 2003

The Newswire - running www.interactions.org

- News from the world of particle physics
- Press releases and other news from the world's labs, experiments, funding agencies, advisory panels…
- Open to all particle physics labs

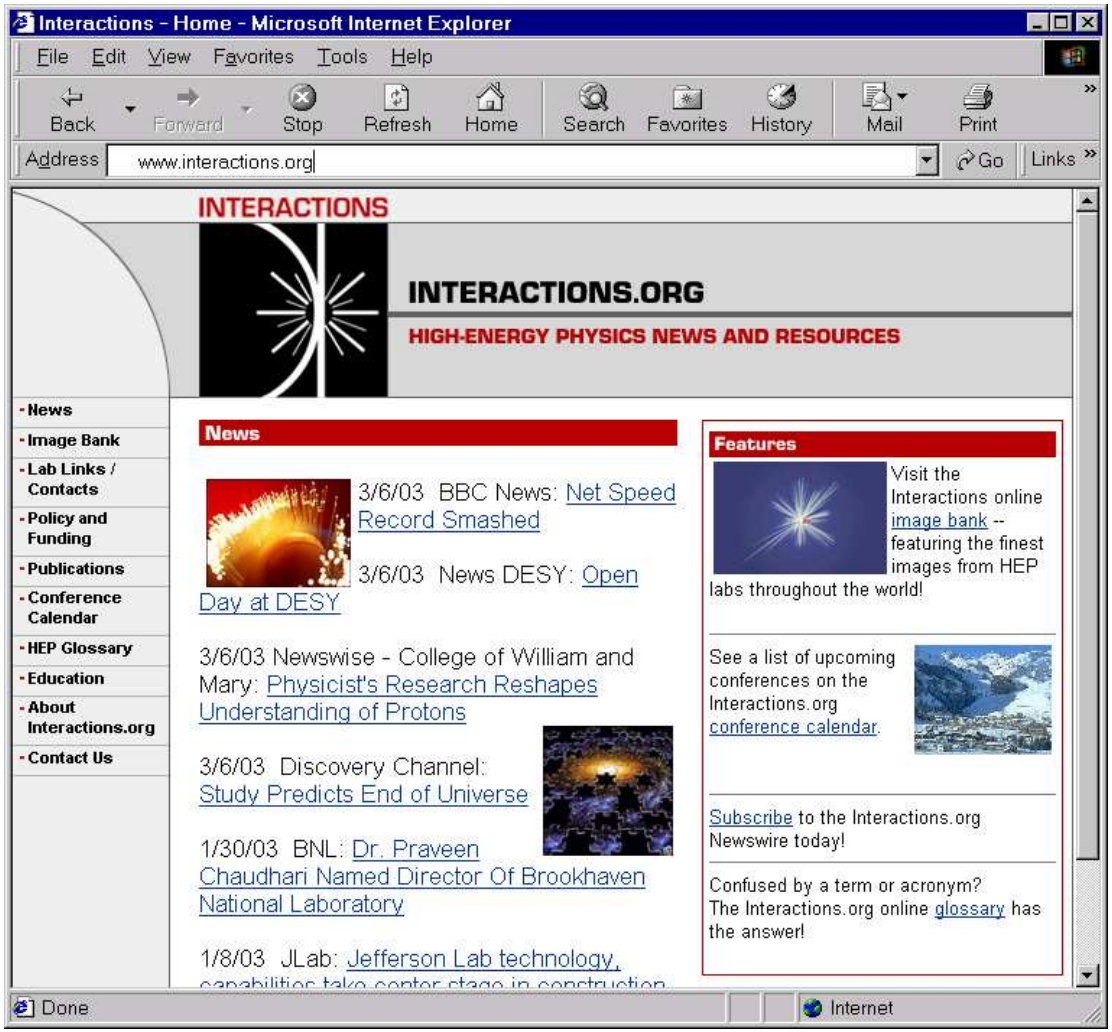
The Newswire - running www.interactions.org

- > 6 months of operation
- 32 physics news bulletins
- 466 subscribers from 31 countries as of 3 March
  - …including Air Canada, Boskovic Institute (Croatia), Crain's Chicago Business, Dallas Morning News, Jema (Spain), Knight Ridder, Kyodo News, National Public Radio, Nature, New Scientist, New York Times, Pravda, Science Magazine, Tass, The Associated Press, USA Today….
- We have a channel to get the word out.

InterAction: Action - be working on
A Website for all of us

- A resource for all who communicate about or in support of particle physics
- Physics community, science writers, reporters, policy makers, advisory panels…
- World particle physics Image Bank: one-stop shopping for images from particle physics worldwide,
  test server: http://209.242.196.11/imagebank/
- Particle physics glossary, list of main scientific journals in all countries, list of funding agencies, ...

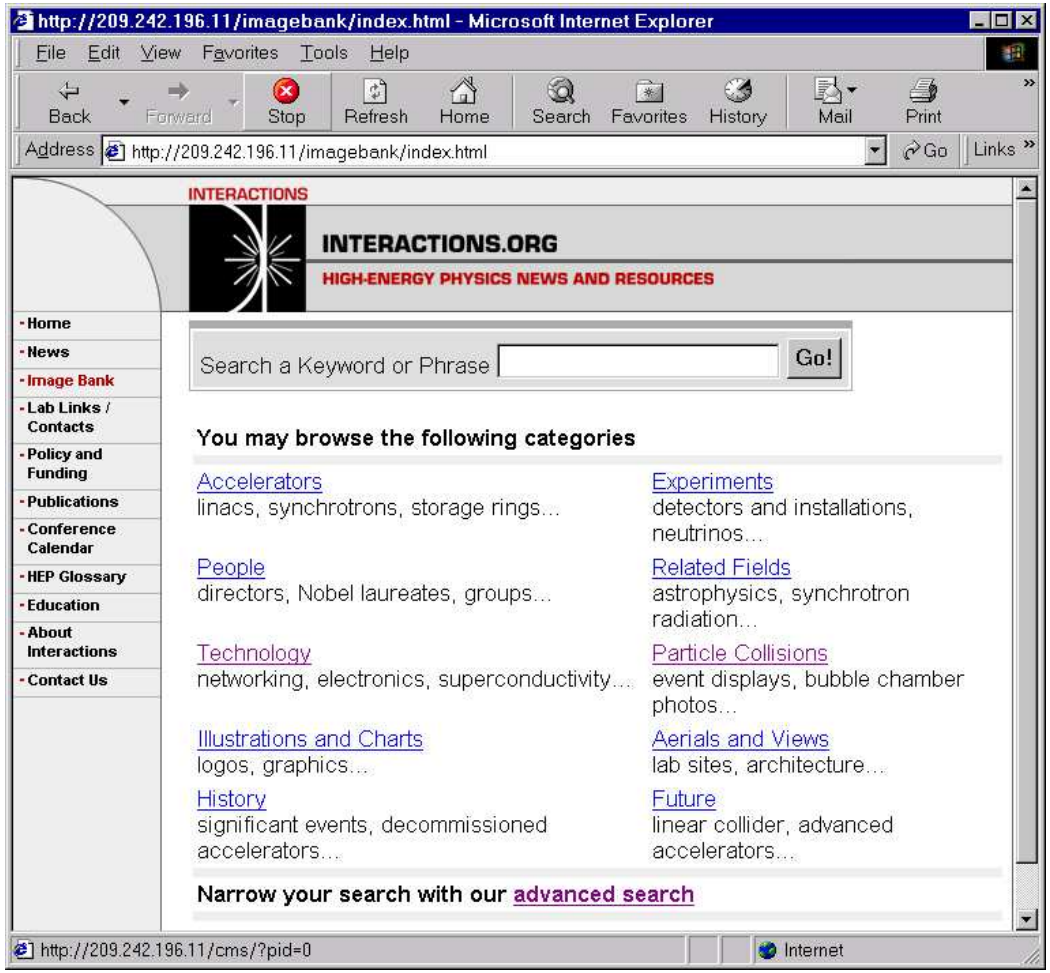
The Website - be working on www.interactions.org



Public rollout Summer 2003 at Lepton-Photon Conference

Costs, responsibilities shared among labs

The Image Bank - be working on www.interactions.org



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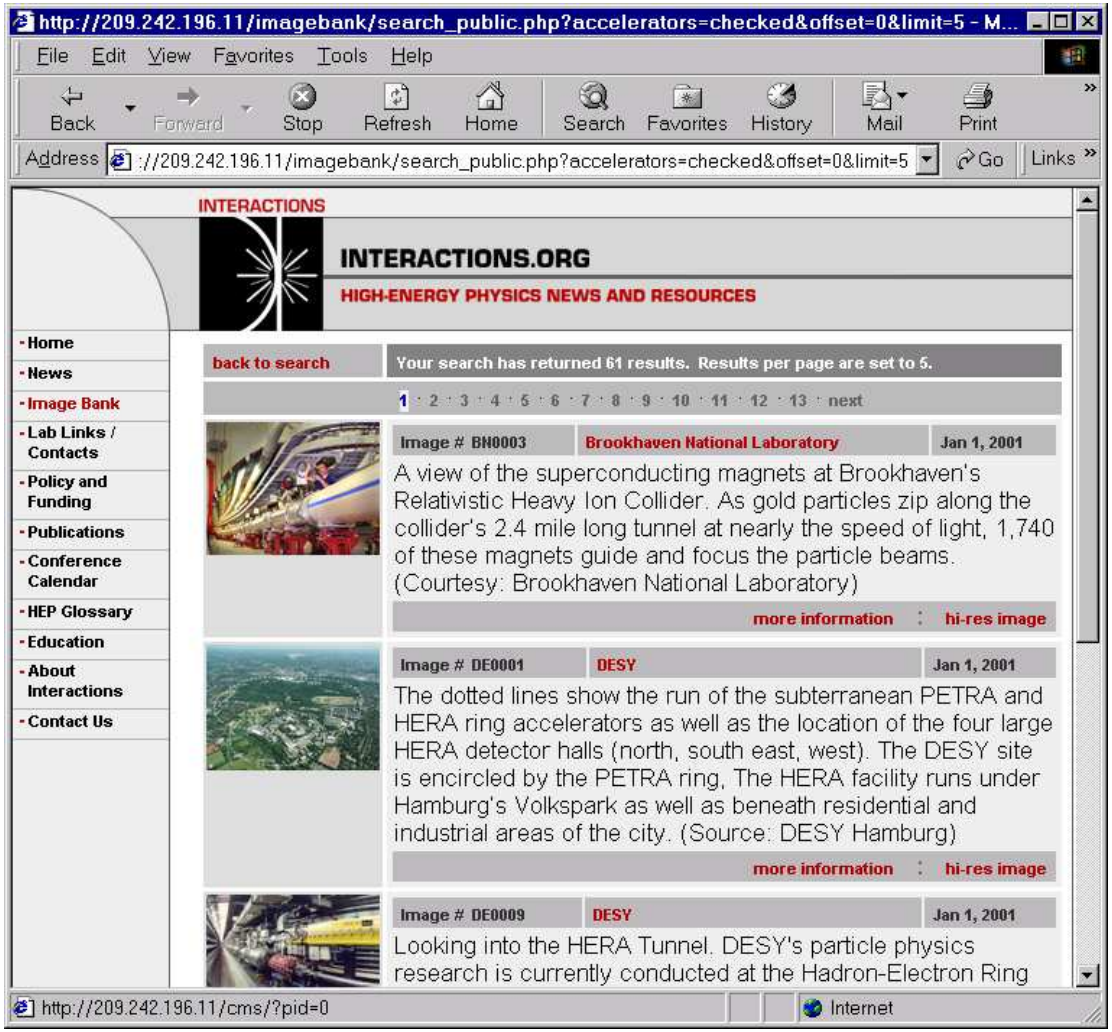
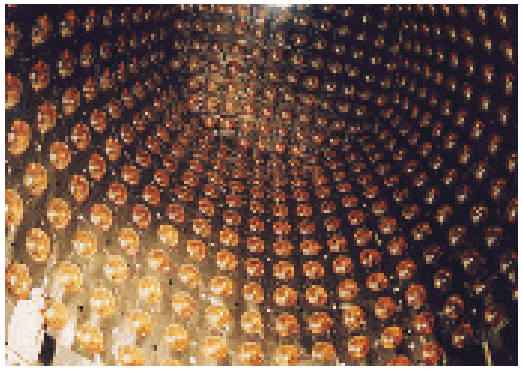


InterAction: Planned Action
Joint Argumentation

Develop common materials, messages for long-baseline neutrino experiments of the world.

(Gran Sasso, Fermilab, KEK)



K2K

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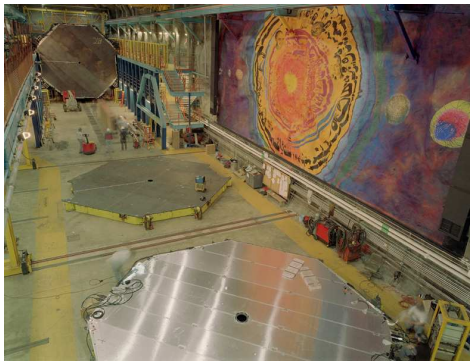

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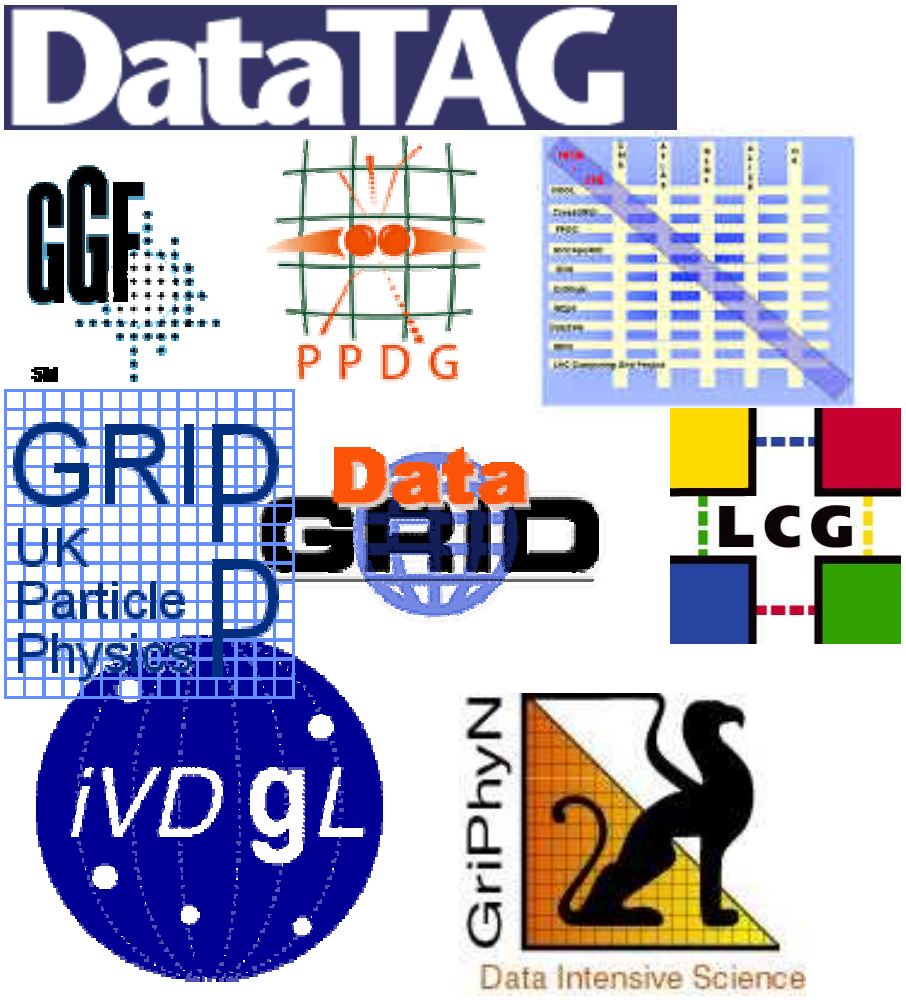
InterAction: Planned Action
Joint Common Messages

- Understand who, what, when and how it all fits together.
- Develop common messages, materials and communication strategies.



InterAction: Planned Action
Joint Public Measures

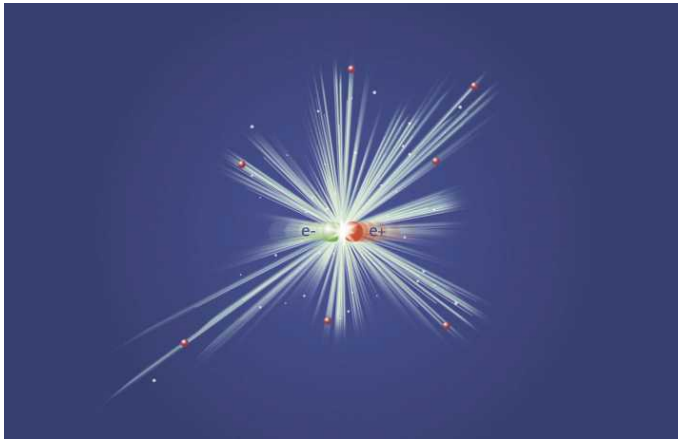
- Develop worldwide InterAction plan for World Year of Physics, 2005
  - Exhibitions?
  - Events?
  - More?

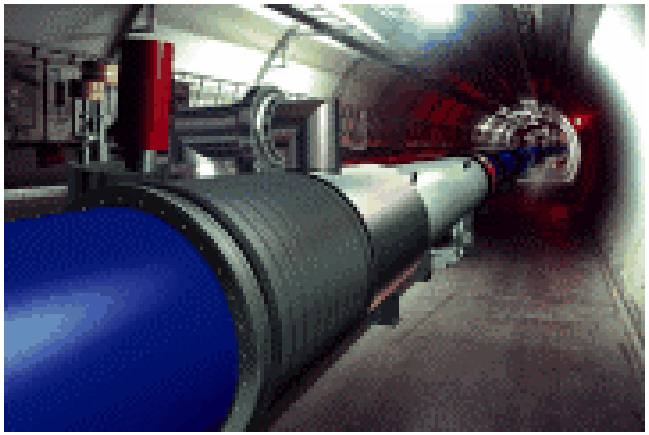
InterAction: Planned Action
Joint Press Efforts

- Use Lepton-Photon Conference 2003 as international particle physics communication opportunity.
  - International media strategy
  - Joint press releases
  - International press room

InterAction: Planned Action
Joint Argumentation

- Find one voice for the future linear collider, which will account all cultures
  - Fascination of particle physics
  - Impact of particle physics
  - Convincing reasons for a future linear collider
  - In the LHC era





Communication without borders

"Not only
to help international
particle physics
stay alive, but also,
in our field of activity,
to set visible footprints
for peaceful collaboration
across all borders."

InterAction Collaboration
Mission