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# Gravitational Waves coms French perspective

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## 1 | Context and challenges

### 1.1 | A long-awaited discovery

- The Ligo et Virgo adventure: more than **30 years now**
- Rumours since end of September

### 1.2 | Highlight the European participation

- Ligo-Virgo **collaboration agreement** since 2007
- Virgo physicist strongly involved in data analysis
- **Major contribution of** LMA (mirror treatment) in Lyon, France
- **BUT** detection was made by Ligo interferometers



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## 2 | Method

### 2.1 | Coordination at all scales

- Internationally: Ligo-Virgo
- In Europe: Virgo (FR-IT + NL)
- Nationaly: CNRS Institutes and Dircom
- Regionaly: CNRS labs

### 2.2 | 5 months of preparation

- **~15 French scientists** mandated to represent our 6 involved labs (and the 74 French authors in the Ligo-Virgo publication)
- 2 days of **media training**
- **More than 20 communicators** involved at CNRS
- Webcast provided by IN2P3-CNRS computing centre



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### 3 | CNRS on all fronts, together with our Virgo partners

#### **Washington, DC**

Ligo press conference  
3 French scientists  
1 French press officer

#### **Cascina, Italy**

Press trip organised by CNRS  
on 11 Feb. with 3 French  
scientists  
Virgo press conf. (1 French  
scientist)

#### **Paris**

CNRS press conference  
6 French scientist

#### **France (labs and universities)**

Local events with live webcast of Paris press conference (about 50 events)

#### **Local press events in Lyon, Nice et Annecy**



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## 4 | Metrics: a huge success in France!

(as of 4 March, 2016)

- Webcast (CC-IN2P3) : **2,500 live connections**, 25 000 views in VOD
- CNRS movie : 53 000 views (Dailymotion)
- CNRS *Le Journal* article : **80,000 views**
- CNRS *News* article : 1,000 views
- About **350 press cutings in France** (~5 000 worldwide)
- Twitter : **10 millions impressions** in 24h for #ondesgravitationnelles



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## 5 | In Europe and worldwide

(as of 4 March 2016)

### 5.1 | Media impact of Virgo press conference

- ~30 journalists in Cascina (5 French)
- Virgo Webcast: 64 000 views

### 5.1 | Media impact of Ligo press conference

- 121 journalists in Washington (+ 40 from AAAS)
- Ligo Webcast : 440 000 views
- Twitter : ~70 millions mpressions for #gravitationalwaves, #einsteinwasright and #LIGO



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## 6 | Just the beginning...

### 6.1 | Other events in France to come

- **Seminars**
- **VIP event at the occasion of** Advanced Virgo inauguration (to be discussed/confirmed)

### 6.2 | Soon, Advanced Virgo

- **Inauguration** end of 2016 or beginning of 2017 (in Cascina)

# Merci !



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French State secretary for Research congratulates Gabriel Chardin and Benoît Mours (CNRS) after the press conference, 11 February 2016 in Paris.