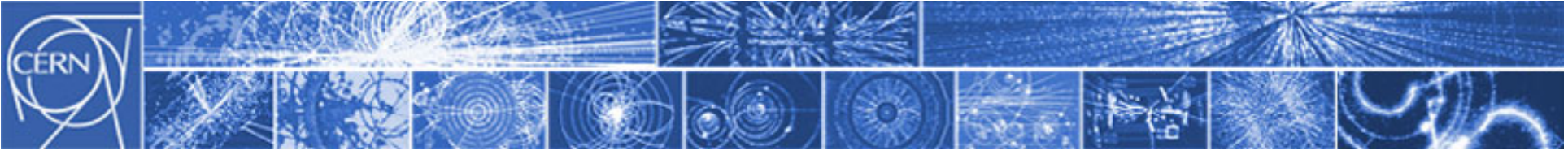


CERN

European Organization for Nuclear Research  
Organisation Européenne pour la Recherche Nucléaire

# News from the CERN Communication group

James Gillies, EPPOG 6 October 2006



# CERN LHC Communication plan

## Year 1 2006-2007:

### Prepare the messages

- Working with Tim Radford

- Focus groups - no resources, but piggy-backing on PPARC

### Coordinate

- Much effort through InterAction

- Preparing coordination protocols

- Strategy group urges Council to set up network of communications professionals

### Media awareness

- National briefing days going ahead

- Close to 500 journalists at CERN so far in 2006

### Media monitoring/press office management

- Call to tender ready to go

- Added blog monitoring to our tasks

### Media training

- One session for CERN senior management

- One session for all - now in CERN training programme

### Communication tools

- New CERN in three minutes film (E/F/D/I)

- Working on animations

- LHC - the Guide close to launch

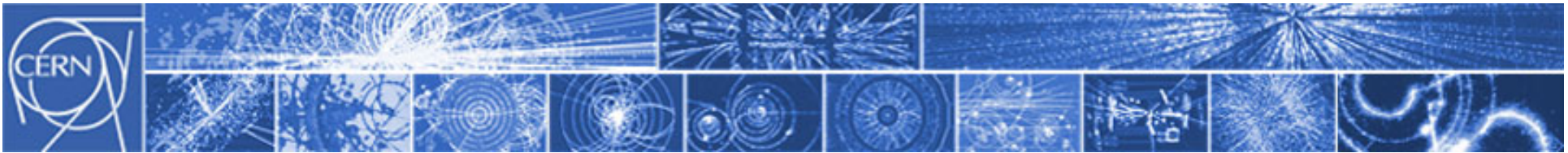
- Several new publications (Symmetry, Strategy, Physics World...)

- Corporate powerpoint under preparation

- New website close to launch

- Ask an Expert launched

- Podcasts in preparation



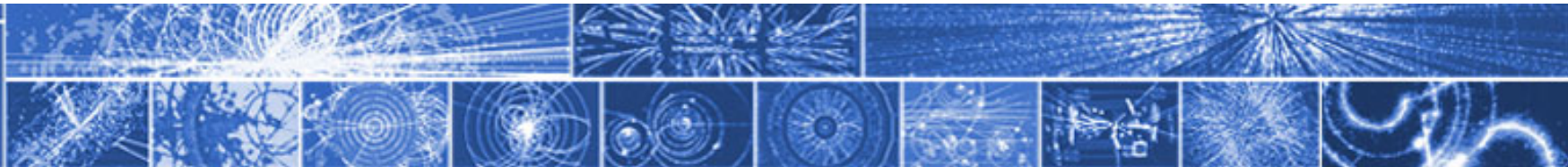
# Graphic charter



Charte graphique  
du CERN

Organisation  
européenne  
pour la recherche  
nucléaire

édition 2006



# New public web site

CERN - European Organization for Nuclear Research

http://test-public.web.cern.ch/test-public/Welcome.html

NRC-HIA: Public Outreach festival des sciences Science/AAA... 311 (5757) Kindercity Wanadoo - L...ce Telecom Voila - Le m... en français Apple

CERN - European Organiza...

**CERN**  
European Organization for Nuclear Research  
*... where the web was born!*

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**A cosmic challenge for the LHC experiments**

Cosmic particles are raining down on CERN. To get ready to analyse particle collisions at the Large Hadron Collider (LHC), which will be commissioned at the end of 2007, the new accelerator's four large experiments are testing their equipment using a natural particle accelerator: space...

[>> Full Story](#)  
[>> Archive](#)

**The dipoles reach the half-way mark**

With the positioning of the 616th magnet, installation of the LHC dipoles has reached the half-way mark...

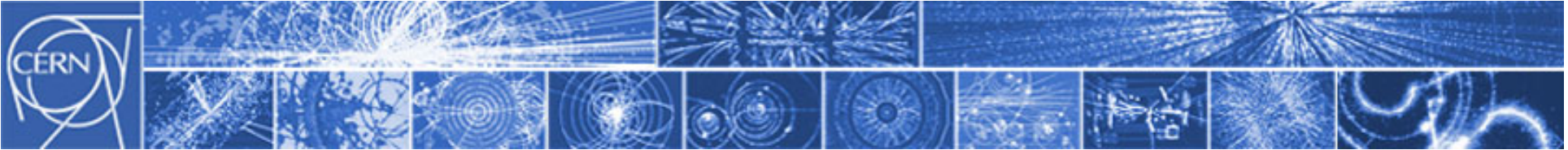
[>> Full Story](#)  
[>> LHC Milestones](#)

**LHCb on track**

On 7 and 8 June 2006, the last large component of the LHCb experiment was lowered into the cavern. This 10-tonne, 18-metre long metal structure known as 'the bridge' will support the LHCb tracking system...

[>> Full Story](#)

- [Come to CERN](#)
- [Ask an expert](#)
- [Press Office](#)
- [Multimedia resources](#)
  - [Photos](#)
  - [Videos](#)
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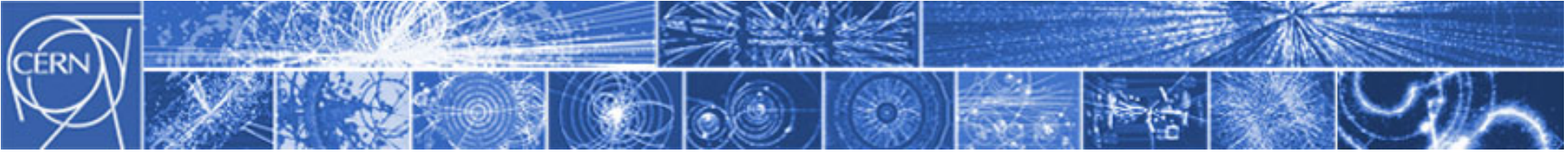


## Announcement coordination

Protocols under discussion with experiments, LHC, DG for...

- Start-up
- Results
- Bad news
- Announcements from elsewhere

Press release coordination implemented with partner institutes

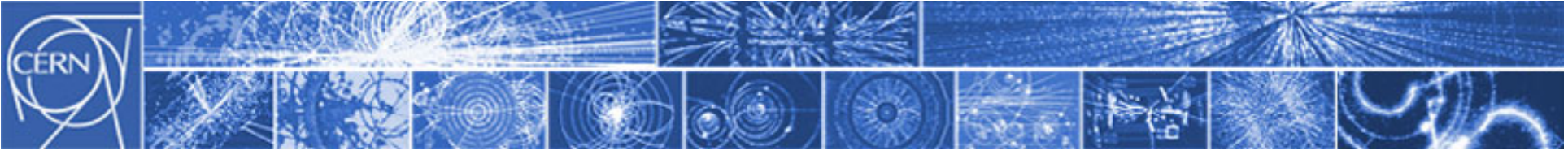


# Press releases

Citius, Altius, Fortius...

Agreed list of milestones in preparation...

- ALICE TPC
- ATLAS barrel toroid
- CMS big descent, LHCb velo
- LHC last magnet...



## Other news

- ASPERA
- Science in School
- Open day 2008
- New press officer
- Resources tight