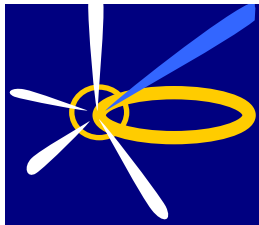


# UK LHC Communication Project



EPPOG Meeting 06/10/06



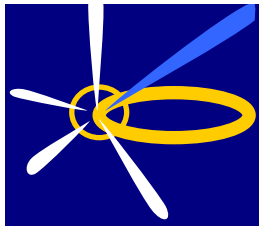
# UK LHC Communication Project

## STATUS OF UK PROMOTION

**Robin Clegg**

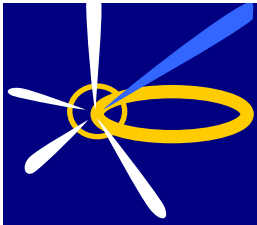
Science and Society Programme, PPARC

EPPOG Meeting, CERN October 2006



## Formative Evaluation

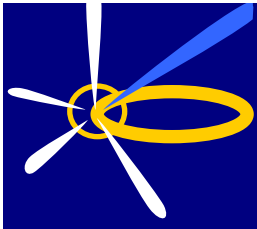
- Focus groups, interviews with main target audiences
  
- Main [preliminary] results:



# UK LHC Communication Project

## FEEDBACK – PUBLIC

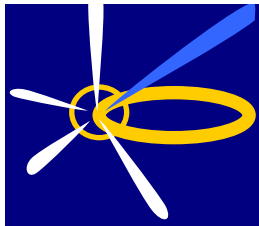
- focus on the Big Bang and origins of the Universe
- terms such as ‘particle physics’ not recognised
- PPARC should explore televisual opportunities
- interest in the development of the project, as well as the science outputs afterwards
- ‘Handles’ identified such as ‘Questions Einstein Couldn’t Answer’, ‘Biggest Experiment Ever’
- In terms of spin-offs, medical applications of most interest (eg over engineering developments); challenge to explain the GRID and society



# UK LHC Communication Project

## FEEDBACK – TEACHERS

- Develop/sponsor teaching materials – teachers (esp of 16-18 year olds) do want these
- Use LHC as a means to provide access to ‘real scientists’ (highly valued by teachers)
- ‘Attoworld’ school theatre idea not so welcome as well illustrated schools’ lecture with researchers
- PPARC should actively recruit ‘teacher champions’



# UK LHC Communication Project

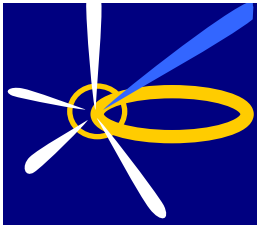
## **TV and Radio coverage**

Documentaries, features,

- PPARC/NSF/CERN filming/animation

## **Schools Programme**

- Posters, leaflets, education package
- Early material Jan'07; full packs Sept'07
- Possible Teachers' TV films
- Teacher training incl visit(s) to CERN
- Likely national schools' lecture tour



# UK LHC Communication Project

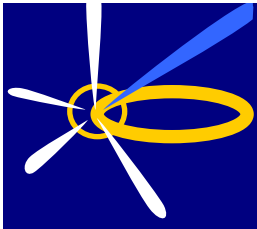
**Website** – by Jan '07 part of [www.particlephysics.ac.uk](http://www.particlephysics.ac.uk)

## **National Touring Exhibition**

- Opens Apr '07 for 6 months then tour

**Public Events** - across UK, mainly 2008

- Cafés scientifiques, science centres, sci-art projects, science festivals



# UK LHC Communication Project

## **VIP Receptions**

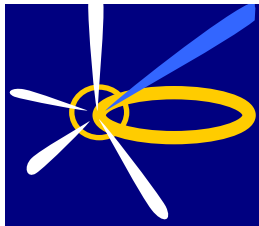
- Parliamentary Scientific Committee 2007

## **Support for journalists**

- CERN visits
- Media training for physicists

**Publishing** – just schools now, more later



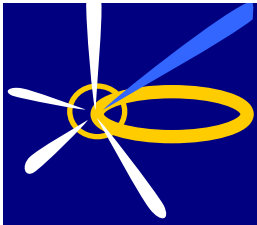


# UK LHC Communication Project

~~Attoworld~~ – school theatre

Royal Society Summer Exhibition 2007

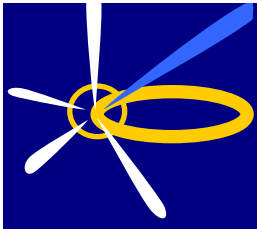
Royal Institution Christmas Lectures



# UK LHC Communication Project

## UK 'GRID PP' PROJECT:

- GRID real time monitor – EU HQ!
- present at various science meetings
- British Computing Society
- Public audience mainly later on
- GRID documentary?
- Intern (writing stories @ CERN/SLAC)



## STATUS OF UK PROMOTION

### Some 'strategic' points:

- ⊕ Huge benefit from visits to CERN
- ⊕ Getting 3<sup>rd</sup> parties to promote LHC
- ⊕ UK is promoting 'LHC' as one – need co-ordination between the four experiments' outreach work