Report from the CLIC Communication Initiative (CCI)

CLIC Week 2018, January 26, 2018

Rickard Stroem *(CERN)*
on behalf of the CLIC Communication Initiative

CLIC Week 2018

Photo by Matteo Volpi

CLIC Communication Initiative (CCI)

- **What do we do?**
- Dedicated task force to improve and coordinate the communication of the whole CLIC project (CLIC acc. study + CLICdp)
- General outreach, both inside and outside CERN
- Increase media visibility (CERN editorial meetings, …)
- Increase physical visibility (graphics, CLIC gallery, showroom, wiki, …)

- Help is always welcome!
- Please contact us at: clic-cci@cern.ch

Who are we?

- Philip Burrows
- Konrad Elsener
- Davide Gamba
- Nikos Kokkinis
- Lucie Linssen
- Aidan Robson
- Steinar Stapnes
- Rickard Ström
- Walter Wuensch

CLIC in the news

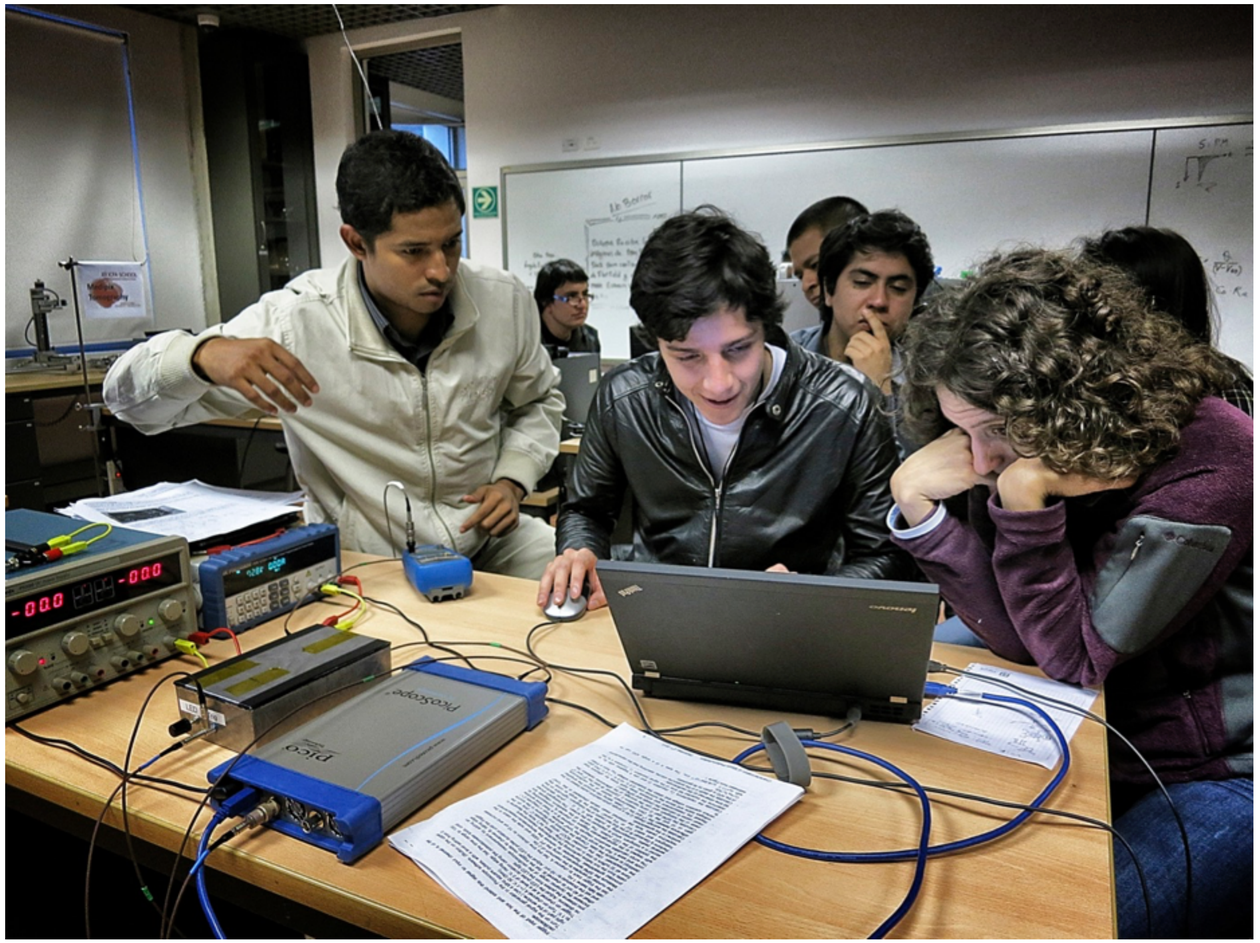
CERN social media

- *Report from CLIC week 2017* (CERN Courier (CC) May 2017)
- *CLIC/ILC distributed computing* (EGI media 2017, page 16-17)
- IPAC report (CC Jul/Aug 2017)
- "*Toward top physics in electron-positron collisions*" (EP newsletter, Sep 2017)
- "*CLEAR prospects for accelerator research*" (CC Nov 2017)
- "*EU project lights up X-band technology*" (CC Dec 2017)
- "CLIC detector R&D" and "CLEAR" on CERN social media (2017)
- *LC Newsline* is back!, incl. several CLIC-related stories (late 2017)
- *Europhysics News* article "Towards TeV-scale electron-positron collisions with the Compact Linear Collider (CLIC)" APPROVED (publication ~Feb)
- "CLIC high-gradient spinoffs", large feature for CC Spring 2018 ONGOING
- Reports from CLIC Week 2018

Special thanks to the authors/reviewers of all of these articles!

CLIC engagement

- **Academic talks:**
  - Seminars
  - Conferences/workshops
  - CERN academic training lecture programme on CLIC
- **Hands-on activities:**
  - For example detector technology teaching experiments (instrumentation schools and summer students)
- **Guided tours:**
  - CLIC showroom, CTF3, etc.

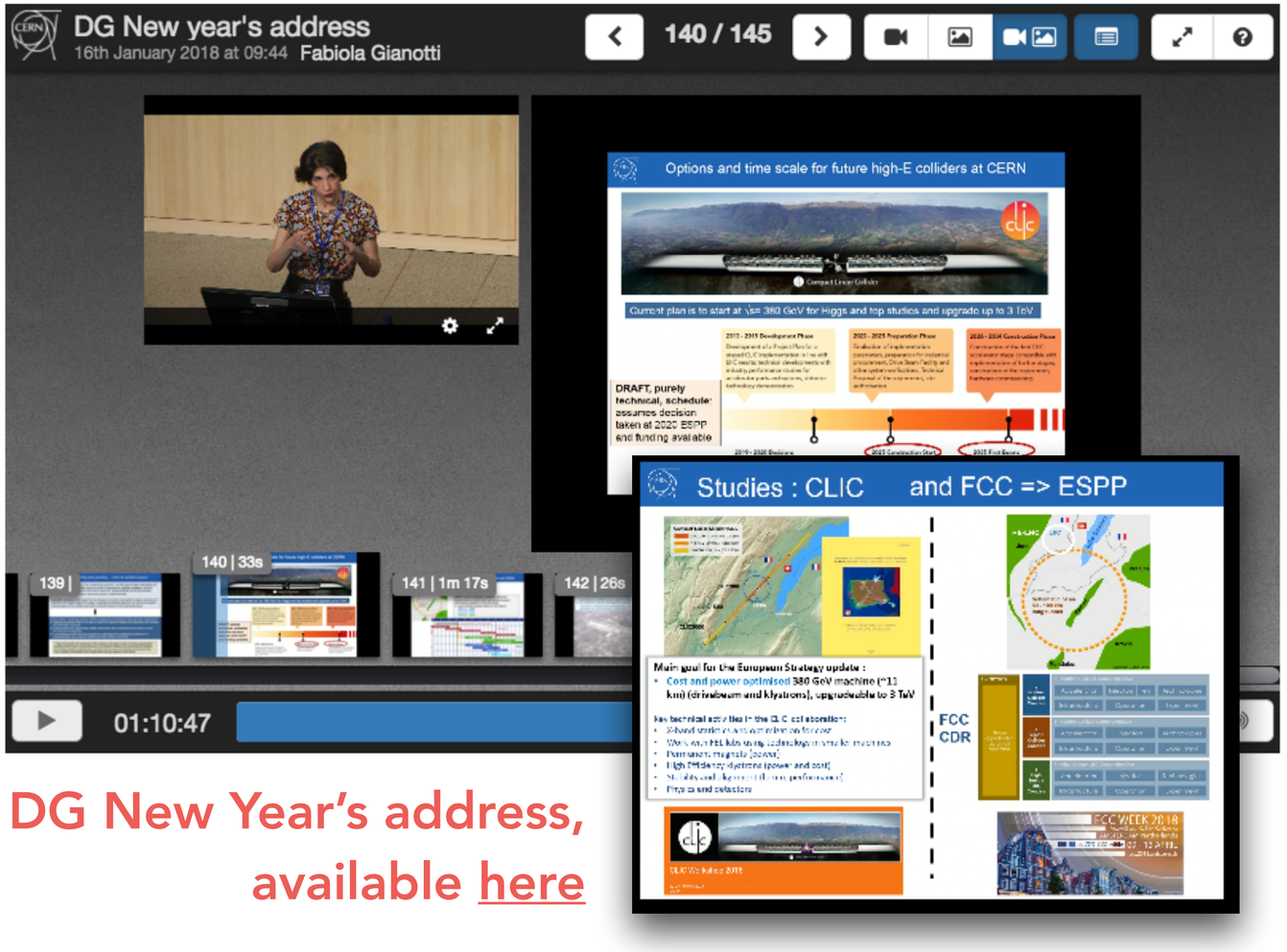


CERN academic training lecture programme on CLIC

- **When?** March 5-9, 2018, 11:00-12:00, Main auditorium
- **What?** 5 lectures on CLIC/high-gradient applications
  - "Physics potential of a high-energy e^+e^- collider" by *Philipp Roloff*
  - "Detector technology R&D for CLIC" by *Eva Sicking*
  - "The CLIC accelerator design and performance" by *Daniel Schulte*
  - "Key technology developments for the CLIC accelerator" by *Nuria Catalan*
  - "Overview of applications using high-gradient acceleration, from photon sources to medical physics" by *Walter Wuensch*

CLIC graphics

- **New graphics**
  - Used by the DG at New year's address!
- **CLIC maps/footprint**
  - Staging
  - Zoom-in on CLIC380 featuring more details (drive/main beam injectors)
  - Developed in collaboration with the CLIC civil engineering team
  - Special thanks to: Emilie Ter Laak, Matthew Stuart and John Osborne
  - Located in CDS
- **CLIC project timeline**
  - Located in CDS
- **Template for presentations** (CCI CERNBox)



DG New Year's address, available here

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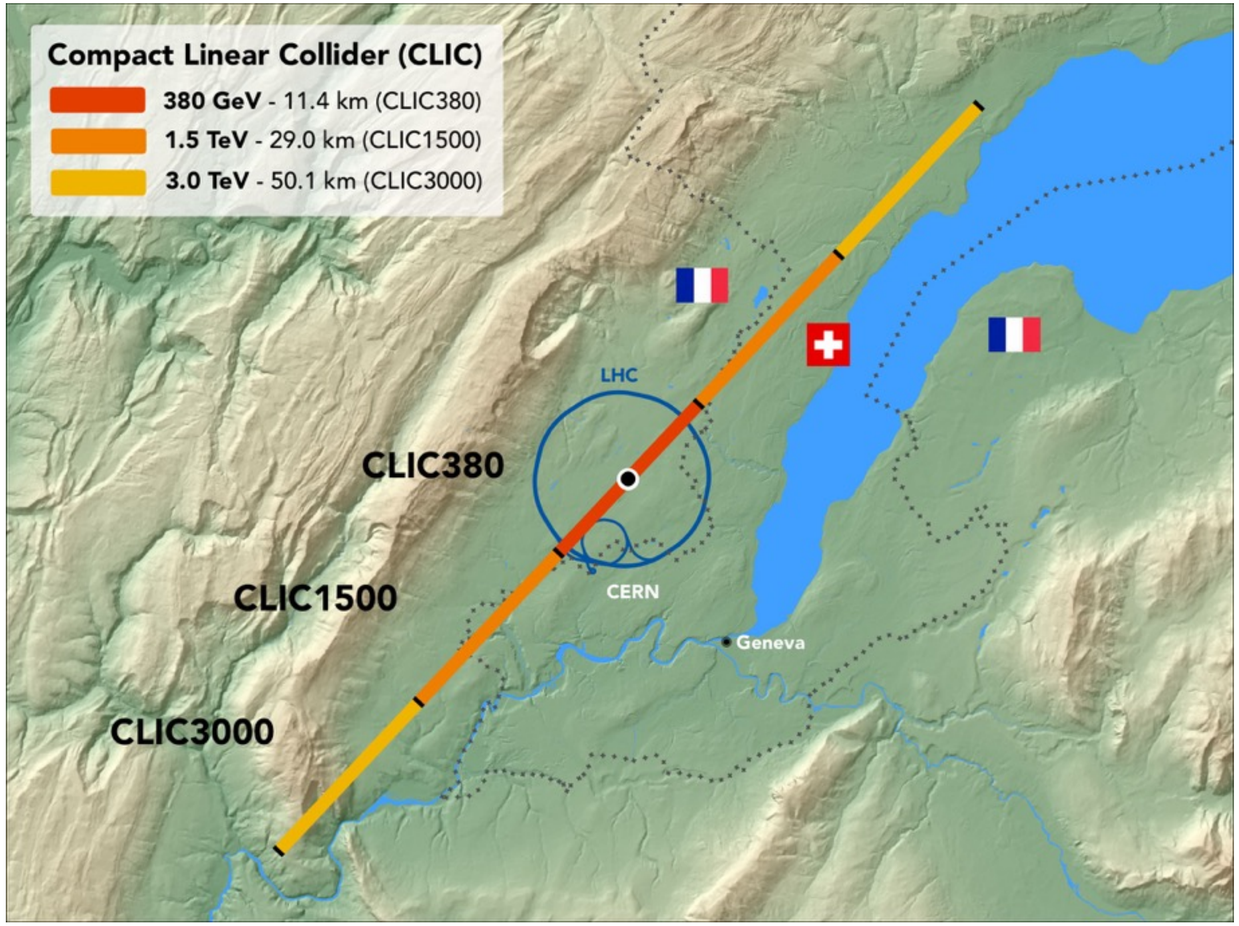

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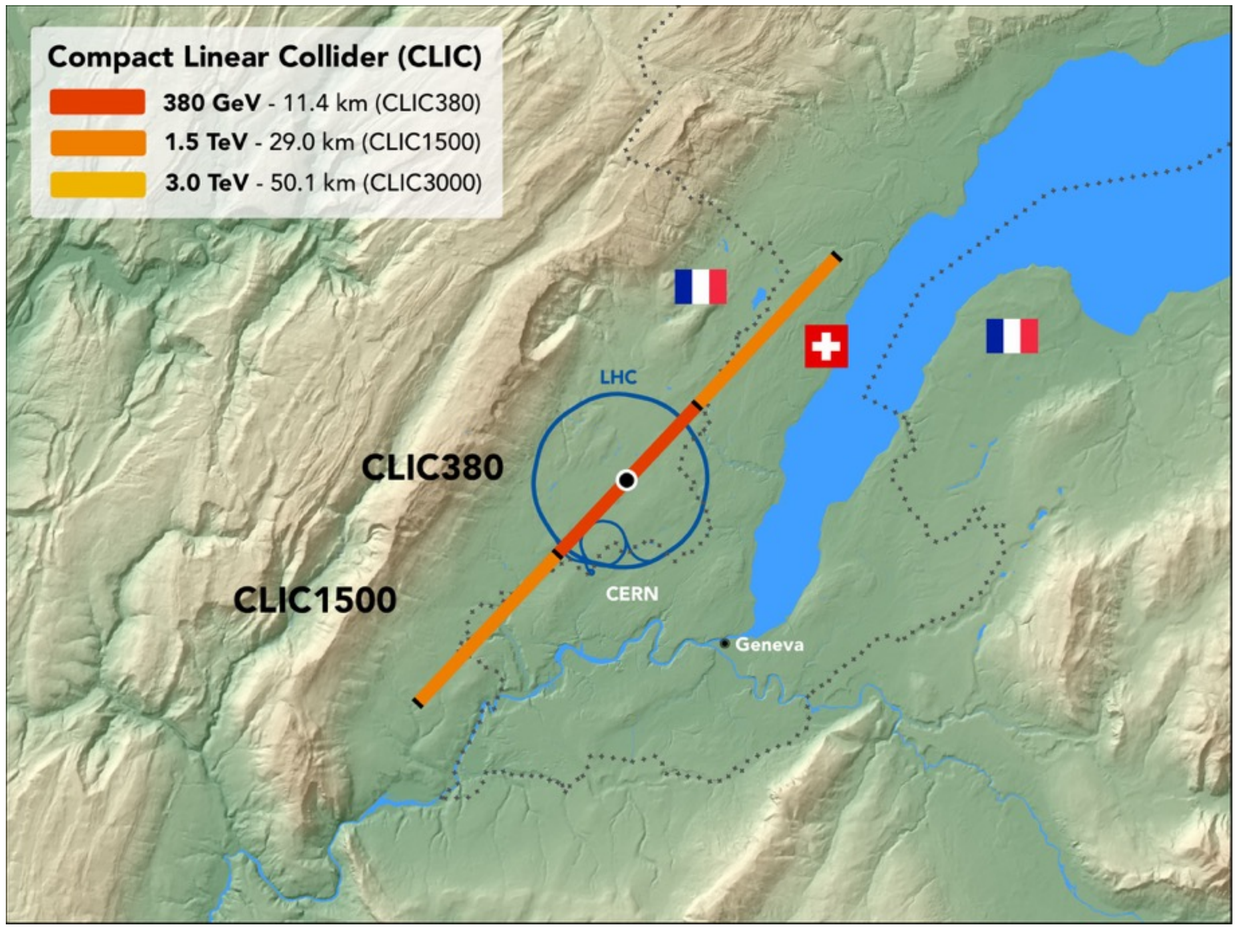

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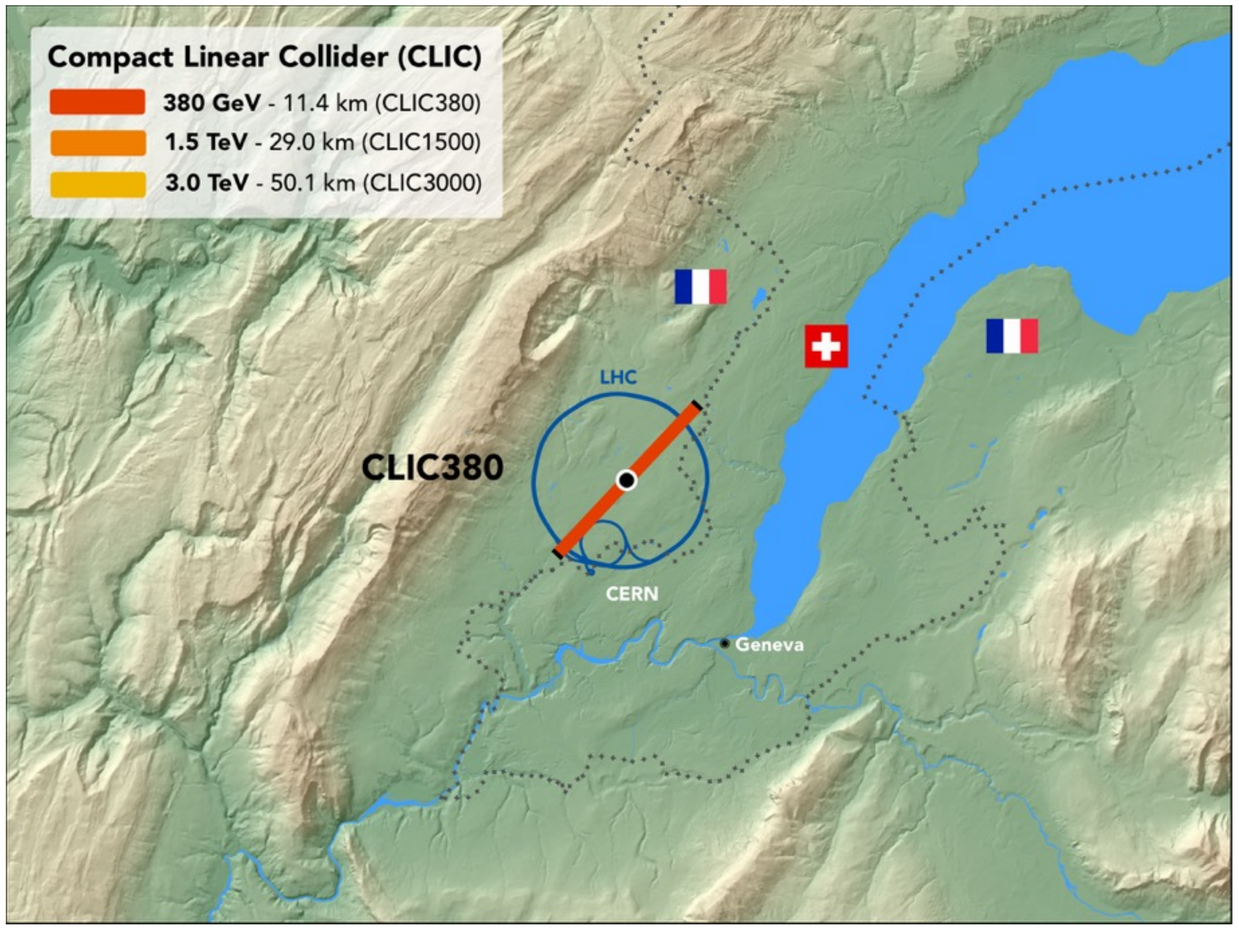

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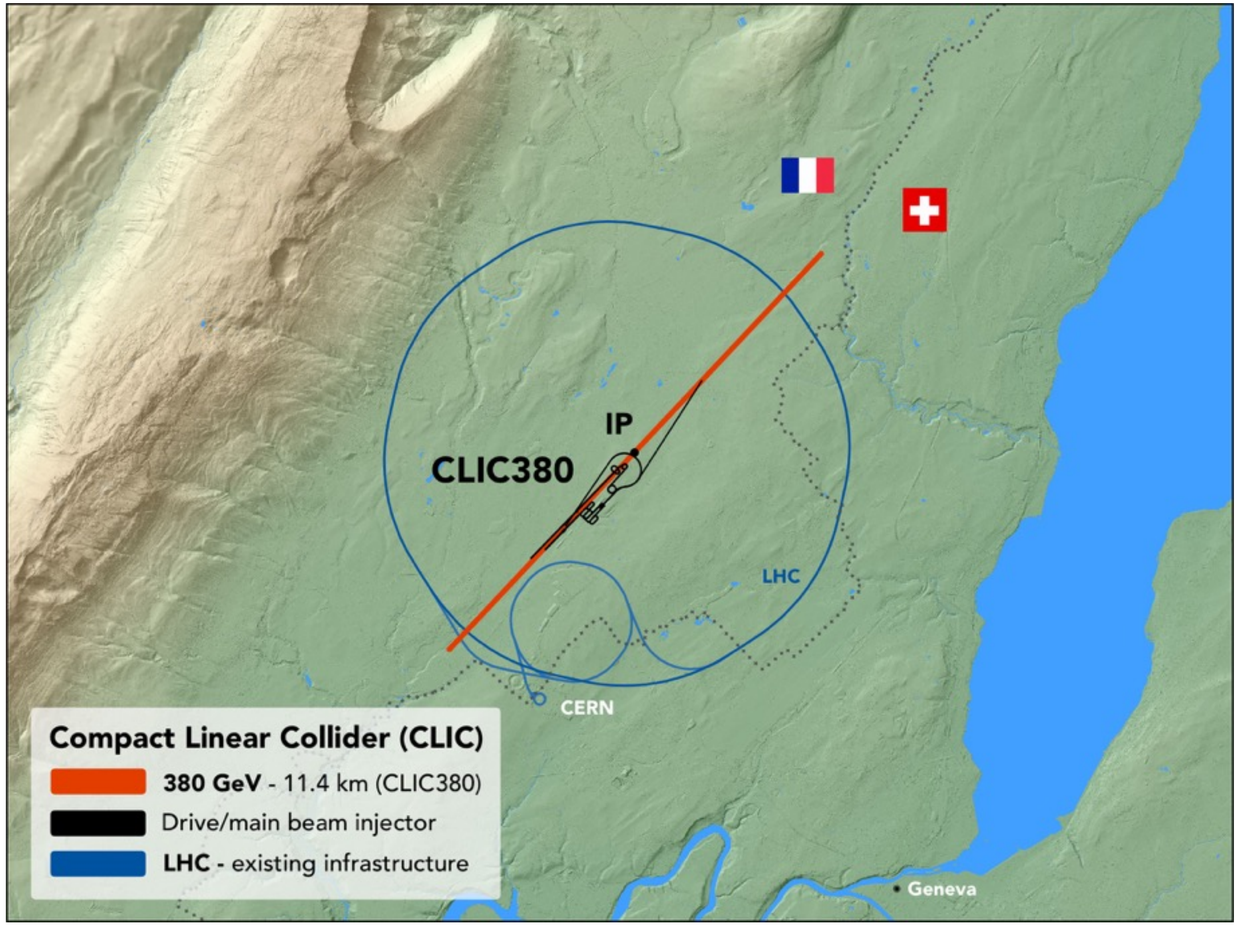

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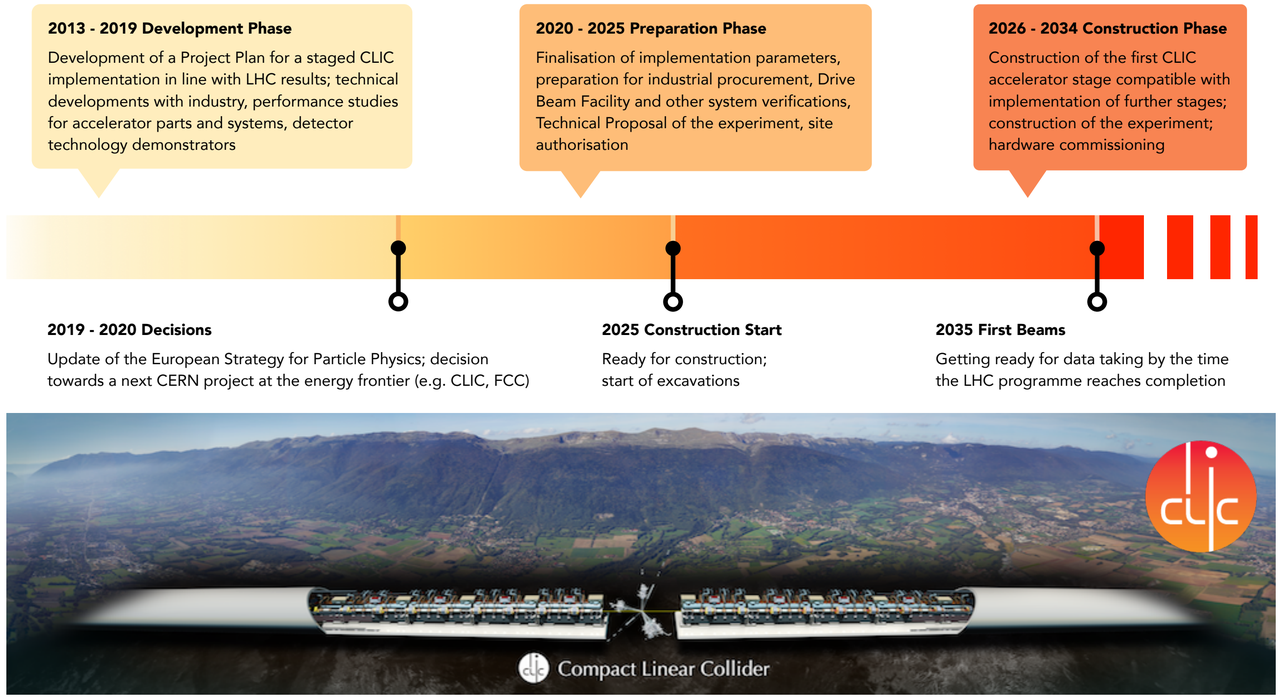
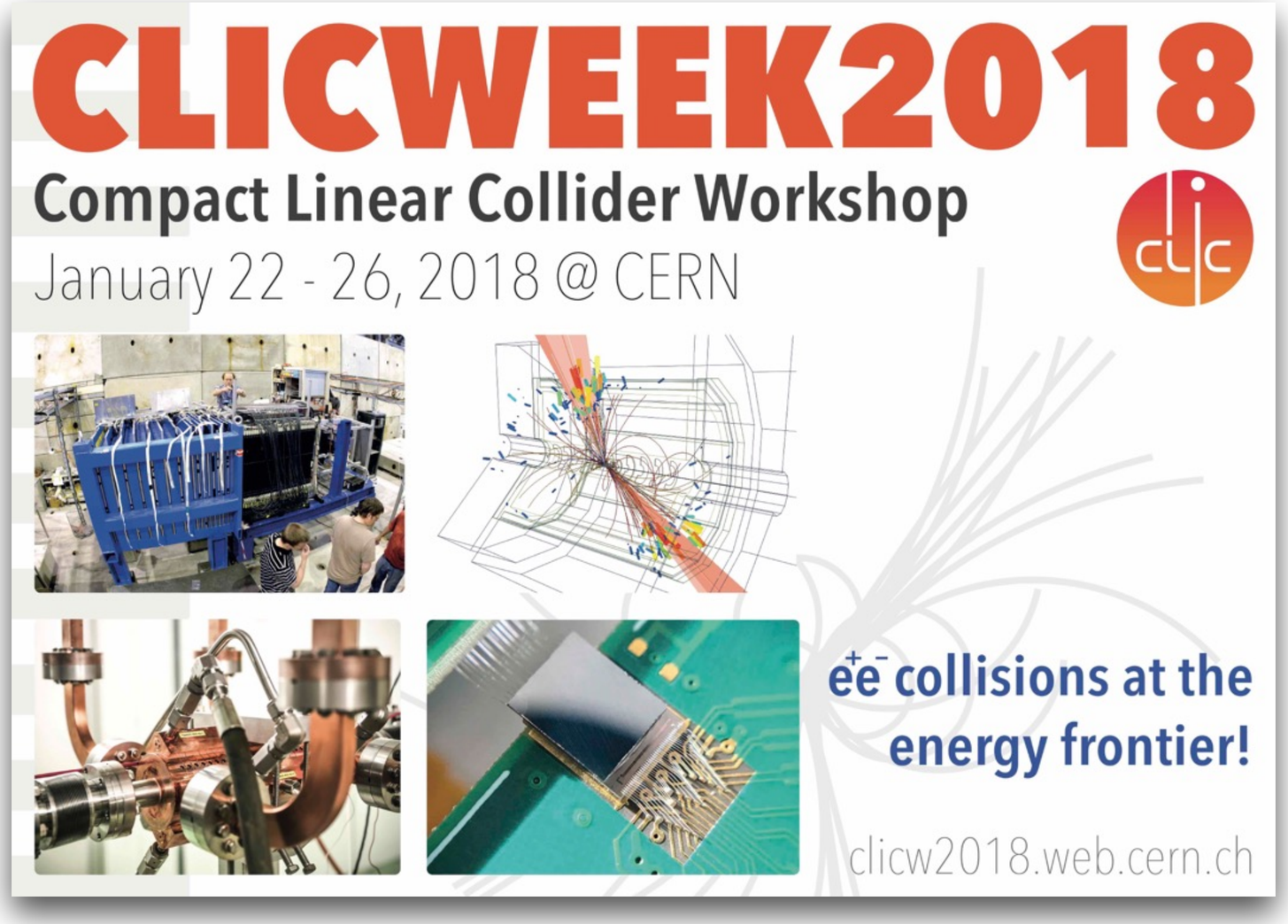


Available in sizes: (16:9), (4:3)

Increased visibility - poster

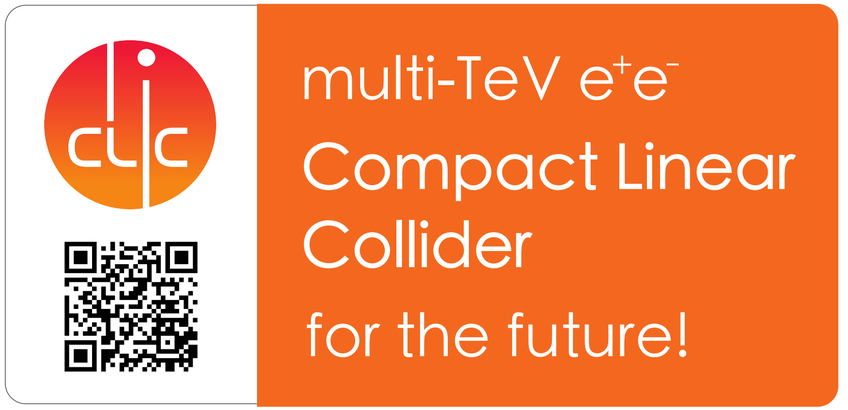


Increased visibility - stickers

Logo stickers

NEW sizes available at this workshop!

Door/Computer stickers with QR code



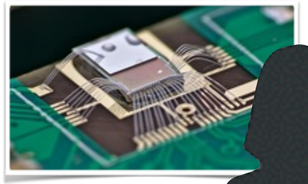
New homepage - clic.cern

- **New joint portal** for entering the CLIC accelerator and CLICdp homepages
- Complies with the CERN style guide, principles, and rules for a .cern domain
- Please help us make this even better!
- More features can be added on request (at the moment a minimal portal to fulfil the requirements by CERN)
- Migration to Drupal 8 later this year

Increased visibility - gallery in corridor 51

- Images showing **CLIC activities**
- CCI is preparing labels for each image explaining our activities and research areas
- Let us know if you are interested in making a **mini-gallery at your institution**

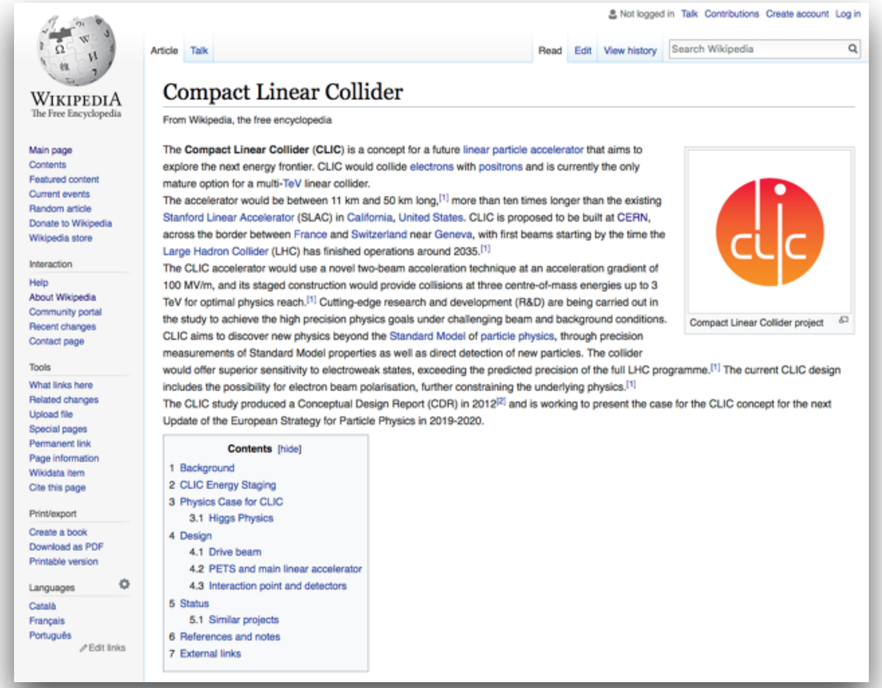
Special thanks to: Dominik Dannheim, Eva Sicking, Simon Spannagel



CLIC Wikipedia page update

- Wikipedia is a web-based free-content encyclopedia project and is based on a model of **openly editable content**
- Wikipedia is written collaboratively by largely anonymous volunteers. **Anyone with Internet access can write and make changes to Wikipedia** articles (exceptions to this rule exists)
- The old CLIC wikipedia article was outdated and not objective
- CCI prepared a new text for the wikipedia page
  - Special thanks to Morag Williams (CERN-LCD)
- Jens Vigen at the CERN library agreed to help us upload the new text (ongoing effort)
- Everyone is encourage to help us keep this page up to date and as objective as possible

Note: Wikipedia article updates are still ongoing

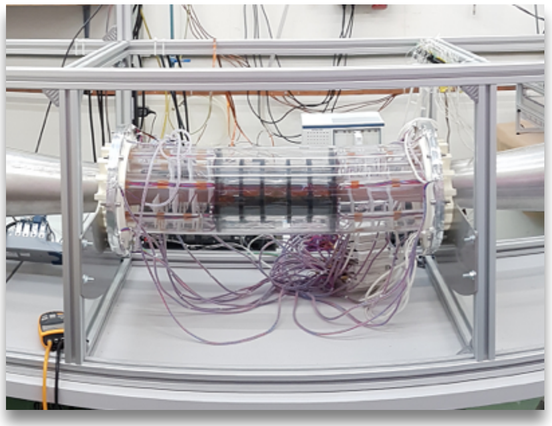


CLIC showroom renewal

- Renewal of the CLIC showroom is ongoing:
- Complete CALICE AHCAL prototype plane: scintillator tiles, PCB, etc.
- Air-flow model of vertex detector
- Tracking detector support structure equipped with dummy sensor modules
- Two-beam module from CTF3, …
- Working towards adding the showroom to the regular CERN tours

Please visit the CLIC showroom soon to see all the new exhibition items!

Tracking support structure



Vertex air-flow model

Sketch of the **updated** showroom

Key statements about CLIC that you can use for your presentation

- **What?** Clear statements about the feasibility and the physics potential of CLIC
- For "decision-makers", overview and public talks, but also for webpages and expert talks
- **Example titles:**
  - *"CLIC 380 GeV - A compact accelerator optimised for luminosity, power, and cost"*
  - *"CLIC can be expanded to 3 TeV and above with novel technologies"*
  - *"Physics programme at 380 GeV provide excellent coverage of the SM"*
  - *"Use of CLIC detector technologies for other applications"*
  - *"The landscape for new accelerator projects at CERN"*
  - *…*

Will soon be available in the CCI CERNBox!

Contact us

Contact us if you have an idea on:

- How to make CLIC more visible
- An article about CLIC or other contribution
- Master/PhD students interested in CLIC
- …

CLIC here to contact the CCI

Additional slides

CLIC in numbers

- Ongoing effort to make numbers available on who we are in terms of:
  - education research background,
  - institutions, universities,
  - nationalities,
  - diversity,
  - etc.
- Students and fellows: prior employer, where they went, what they ended up doing, how they succeeded in their careers, etc.
- Information handled on a statistical basis, divided into categories as used by the CERN management