

**LHC Communications Strategy**  
**Progress Report**  
**23/02/07**

On behalf of the particle physics community PPARC has launched an initiative to communicate the excitement and wonder of the LHC project to a number of important audiences. Timed to coincide with the run up to the taking of the first data from experiments the strategy can be viewed at [www.pparc.ac.uk/ed/lhccom.pdf](http://www.pparc.ac.uk/ed/lhccom.pdf)

**Media**

- The PPARC & CERN Press Offices have been working together to take UK editors and journalists to CERN on a regular basis. On these trips, journalists are shown around by UK scientists and engineers wherever possible (either British nationals on CERN staff, or people coming from UK institutions). Recent visits have included the Press Association, The Times and Channel 4 News. The resulting Channel 4 broadcast can be viewed at <http://www.channel4.com/news/special-reports/special-reports-storypage.jsp?id=4202>
- One press trip with 3 national journalists produced coverage in
  - The Guardian (paper and web)
  - The Daily Mirror (a full page)
  - The Metro
  - The Times
  - The Herald
  - The Northern Echo
  - Press Association News wire (provoked most of the other articles!)
  - The Australian

This coverage reached at least 3.2 million people and to buy equivalent advertising would have cost at least £69k.

- In March 2006, PPARC arranged an event to target television documentary producers. There are now a number of UK companies in various stages of development for television series either featuring or entirely about LHC science. The majority of these will be filming in January/February and will be making use of British scientists where we can arrange it.
- University Press Offices – PPARC has developed a plan to work with University press officers to make the most of the LHC. There will be a briefing event on the 23<sup>rd</sup> February for press officers, followed by a trip out to CERN for press officers and the regional press, accompanied by institution scientists to promote the role of University groups in LHC.

**Photography**

- In 2006 PPARC commissioned a photographer to visit various UK groups and take pictures of people and equipment. This was followed, in December, by two trips to CERN to take pictures there. It is planned to have all these images in an on-line gallery early in spring 2007, as a free resource for all to use in promoting the LHC.

**Film**

- PPARC will be producing broadcast quality materials for the television news. These will include stock footage from CERN as well as interviews with UK people, plus animations to illustrate the science concepts. We will be inviting people to get involved with this, but in the mean time, if you have a great idea on how to illustrate a Higgs Boson or a Susy particle, feel free to get in touch!

### **Popular publications**

- PPARC is producing a range of new publications on the LHC. The first of these are an A1 poster featuring 'the' picture of ATLAS and a folded A2 poster on the "Big Questions" the LHC will address. If you would like copies, which are available now, please order on-line from the PPARC website. A brochure on the LHC, suitable for a general public and schools audience, will be produced later in 2007.

### **Educational Materials**

- PPARC has invited companies to tender to produce a package of Educational materials on the LHC to be used in schools.
- PPARC is commissioning three short television programmes on particle physics, suitable for use by teachers in school. Once produced, these will be available online and via DVD, copyright free for educational and non-commercial use, indefinitely.
- A cartoon style booklet, primarily aimed at teachers and students, on LHC science will be printed in April 2007.
- In partnership with two Regional Science Learning Centres, CERN and PPARC will be taking a group of (40) key teachers to CERN at Easter 2007. This will be a CPD activity designed to engage them with the opportunities the LHC provides for science teaching and introduce them to useful teaching materials.

### **LHC Website**

- A new website ([www.lhc.ac.uk](http://www.lhc.ac.uk)) was launched in early January 2007. This is intended to be the first point of call for anyone in the UK wanting to know about the LHC. The site will grow over the lifetime of the LHC and it is hoped will become a valuable and authoritative source of information and resources. One area of the site, "For Physicists", is intended to hold shared resources of potential use to physicists who are giving talks, developing demonstrations and exhibits etc for use with the public or schools. Please share any good demonstrations, animations etc with the webmaster. Suggestions regarding content and links for the site are also welcome, please contact the webmaster.

### **Science Museum Exhibition and Tour**

- The Science Museum has been commissioned to produce an exhibition on the LHC for its Antenna gallery. Members of the PP community are providing expert scientific input. The exhibition is scheduled to open on the 3<sup>rd</sup> April 2007, in time for the Easter weekend, and will be on display for 6 months. Over the following 12 months a touring version of the exhibition will visit at least 4 venues around the UK. These locations will be agreed later in the process. The

tour will provide an opportunity for physics groups local to the venues to engage members of the public and schools with particle physics and the LHC.

### **Public events**

- PPARC, in partnership with the Physics and Astronomy section of the BA, is organising a day of public talks on the LHC, and associated science, at this year's BA Festival. The GRID PP project (<http://www.gridpp.ac.uk/>) will be running a GRID café activity at the Festival.
- It is hoped to engage the Café Scientifique network in providing opportunities for physicists to discuss the LHC programme and issues and questions of interest to the public. Support from the community will be essential to the success of this and other initiatives to engage the public with scientists and science.

### **Understanding our audiences**

- In Summer 2006 PPARC commissioned some formative evaluation research to establish the knowledge, views and perceptions of particle physics among our main audiences (public, teachers and school students). The report is now informing how we develop the LHC communication strategy and how we work with our audiences. The report is available at <http://www.pparc.ac.uk/ed/LHC.asp>

### **Support for the physics community**

- The LHC Communication Strategy is a minimal framework of activities to assist physicists in communicating with non-physicists about the LHC. As such it is dependent on researchers participating in this programme, and other opportunities, to engage with audiences at all levels. PPARC has appointed Dr Ray Mathias to manage the UK LHC communications strategy. Ray is always willing to discuss ideas and opportunities for working with schools and the public, and to provide support and advice to physicists who are seeking to engage with our audiences. The PPARC Press Office are always pleased to hear from scientists with ideas for LHC-related stories and to provide advice on dealing with the media.

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