

Youhei Morita's talk from the first Friday plenary summarises the activity of WG6 during the Snowmass workshop.

The first main message for CERN from the workshop is that the potential for a war of words between the ILC community and CERN has gone away. There was no talk at Snowmass of starting to construct a linear collider before the first LHC results are known, and there was explicit recognition from the GDE director that if multi-TeV is required, CLIC is the only available option. This is good news. There is nothing the media likes more than conflict, and a war of words would have guaranteed publicity of the wrong kind for particle physics.

The second message is that the ILC community is investing heavily in communication. Since the November 2004 workshop in Japan, one FTE communicator has been hired in the US, and two half-time posts have been created in Europe, one at Orsay, the other at DESY. The Asian region is also investigating how it could engage a full-time communicator, and in the US, a webmaster is to be hired to run the new ILC website and weekly electronic newsletter (ILC NewsLine). SLAC and Fermilab have also pooled their resources to create a new magazine, Symmetry, whose primary goal is to convince Washington that a linear collider should be built, and preferably in the US. The budget for this publication is \$550k per year, plus around two FTE (for comparison, this is well over double what CERN pays for the CERN Courier). Symmetry's editor sees coverage of the international nature of particle physics as serving this goal, to the extent of running a good article on CLIC in the September issue.

Fermilab, also engages a number of private firms to help with its communication: Xenomedia for web design; a Washington lobbyist; and a consultancy that specialises in public participation in major civil projects.

The bottom line is that there is essentially harmony between the CERN, LHC and ILC communities, but there is still a risk that the enthusiasm to promote the ILC could undermine the LHC. The ILC communication team is aware of this danger, and works closely with us to avoid it.