

WG6 Summary

Youhei Morita
KEK



WG6 Snowmass Goals

- Complete a global ILC strategic communication plan.
- Establish the policies and practices for a functioning global communication effort for the GDE.



Launch GDE Web site



Launch the weekly ILC News Line electronic newsletter for the global ILC collaboration.

Who is Working Group 6?

- ECFA ILC Communication Committee
- USLCSC Communication Group
- Youhei Morita, KEK
- GDE communicators (America, Europe, Asia)
- InterAction Collaboration
- Consultants:
 - Mark Marin, Lewis-Burke Associates, Washington, D.C
 - Doug Sarno, The Perspectives Group
 - Kevin Munday, Xeno Media

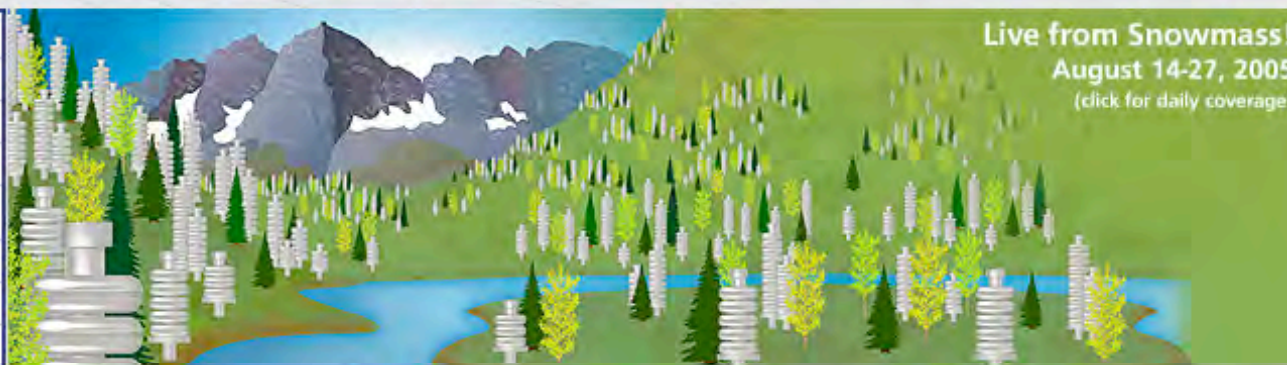


Snowmass 2005
Enclave

And interested participants!

ILC

International Linear Collider

for
Collaboratorsfor
The Pressfor
Communicatorsfor
Students and Educatorssearch: [What is the ILC?](#)[Global Design Effort](#)[ILC NewsLine](#)[Talks](#)[Reports and Statements](#)[ILC in the News](#)[Images](#)[Around the World](#)[Calendar](#)[Glossary](#)[Snowmass 2005](#)[Contacts](#)**Live from Snowmass!****August 14-27, 2005***(click for daily coverage)***Latest News****Live From Snowmass!****18 August 2005**

[MDI Panel - Where the rubber meets the road](#)
[Public Participation Workshop - Reaching out](#)

9 August 2005**Press Release:**

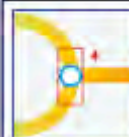
World's Particle Physicists to Address Scientific Revolution at Snowmass, Colorado Workshop, August 14-27

[Read release...](#)[ILC News Archive](#) from Interactions.org**Features****ILC NewsLine**

Read the inaugural issue!
 18 August 2005

**[symmetry - August 2005](#)**

The ILC issue

Latest Documents**[Discovering the Quantum Universe:](#)**

The Role of Particle Colliders
 Report for EPP2010

Subscribe to ILC NewsLine!

Enter your email address to receive ILC NewsLine, the weekly email newsletter of the ILC GDE.



GDE web site Launched!

- www.linearcollider.org
- Goal: to become a central communication tool for the global ILC community
 - For Collaborators (That's Us)
 - For the Press
 - For Communicators
 - For Students and Educators
- Live from Snowmass !
- Needs your feedback!
(welcomes you to WG6 session next week)
- Dedicated webmaster on the way

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2005 Snowmass Workshops



August 14-17, 2005

Live from Snowmass!
 Couldn't make it to the workshops? No problem! The ILC Web site will post twice-daily updates live from Snowmass. Updates will include photos, commentary and links to talks.

From ALCPG Workshop Web site

- [Workshop Web site](#)
- [Program](#)
- [Working groups](#)
- [Committees](#)
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- [Meeting Room Map](#)
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- [Questions and answers about ILC physics](#)

Day 3 - 17 August 2005

ILC - Live from Snowmass - Coffee Break Photos

http://www.linearcollider.org/cms/?pid=1000046

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Live from Snowmass!

Photos from Coffee Break

Click on images for larger views



ILC - Live From Snowmass - Plenary Talks - Day 1

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Live from Snowmass!

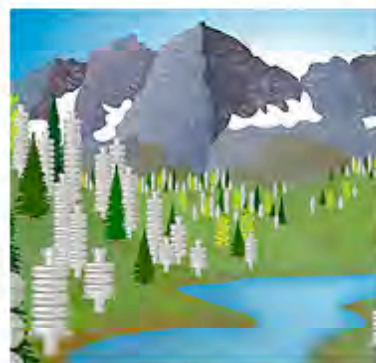
Plenary Talks - 15 August 2005



<p>Ed Berger Welcome and charge</p> <p>Workshop co-chair Ed Berger, of Argonne National Laboratory, kicked off Monday's plenary sessions by providing an overview of the Snowmass Workshop and its role in the progress toward the design and development of the International Linear Collider. "The international community has made remarkable progress toward the realization of the International Linear Collider," Berger said. "But many challenges lie ahead."</p> <p>Berger summarized the four major goals for the two-week workshop as:</p> <ul style="list-style-type: none"> • Define an ILC Baseline 	<p>Joe Lykken HEPAP and the LHC/ILC Report</p> <p>Theorist Joe Lykken of Fermilab continued the morning's session with discussions about the physics of the ILC. Lykken summarized the HEPAP report, "Discovering the Quantum Universe: The Role of Particle Colliders."</p> <p>"The report describes the discovery opportunities for the Large Hadron Collider and the proposed International Linear Collider," Lykken said. "One of the points that we make in this report is that there are plenty of discoveries to go around."</p> <p>The first version of the report was released earlier this month for the</p>	<p>Barry Barish, GDE Director Report from the GDE Director</p> <p>After a much needed coffee break, GDE Director Barry Barish resumed the morning's plenary session with a GDE report. Barish outlined the near term plan for the GDE, which includes writing a Baseline Configuration Document by the end of 2005 and a Reference Design Document by the end of 2006. He also summarized the major goals for the Snowmass workshop as developing the Linear Collider detector studies, advancing the Linear Collider physics studies and strengthening the broad participation of the ILC community. "The plans for this Snowmass workshop exceeded the</p>
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for Collaborators

**August 14-27, 2005**

Live from Snowmass!

Couldn't make it to the workshops? No problem! The ILC Web site will post twice-daily updates live from Snowmass. Updates will include photos, commentary and links to all talks.

GDE Directors Corner by Barry Barish 18 August 2005

I have been writing the Director's Corner weekly since 8 June 2005, and this edition represents my tenth column. It was never my intent that the Director's Corner be a standalone communication, but rather that it be part of a weekly newsletter...

[Read more](#) [Archive](#)

EDMS/Collaboration Tools Update

Linearcollider.org will be the home of a collaboration-wide electronic document management system, calendar and other collaboration tools. Barry Barish will be forming a small committee at Snowmass to evaluate various systems and to make recommendations. The goal will be to have a functional EDMS in place by the end of 2005.

We need your material!

Please [email us](#) with your links, talks, images, and suggestions.

Links for Collaborators

[ILC Around the World](#)[ILC Groups, Labs, Institutes and Universities](#)[Global Design Effort](#)[ILC Talks](#)[Calendar](#)[Linear Collider Forum](#)

Subscribe to ILC NewsLine!

Enter your email address to receive ILC NewsLine, the weekly email newsletter of the ILC GDE.

Feature Story

And Yet They Will Collide



Phil Burrows, Queen Mary University

Despite the nanometer size of the bunches of electrons and positrons produced at the future International Linear Collider, they will collide!

The ILC will produce the tiniest particle beams ever created, some 10 billion electrons and positrons packed into five-nanometer beams. Controlling the alignment of the beam will be crucial. Further, after interaction, the 10 Megawatt beam must be extracted safely, to protect both the detector and the accelerator.

"The great challenge is to make the beams as small as possible at the interaction point," said physicist Phil Burrows, of Queen Mary, University of London, "keeping in mind that we have to make these tiny spots collide."

The scientists of Snowmass Working Group 4, "Beam Delivery," are studying this problem, looking at everything that happens after the Main Linac, including Beam Delivery, interaction point, crossing angles and

Feature Story

Hot Talks on Cold Technology



Kenji Saito, KEK

Determining the cavity gradient and the Q-value performance parameter of the superconducting cavity are some of the major focuses for ILC Working Group 5 at the Snowmass Workshops. "We had a very hot discussion on whether we start with 30 MV/m or 35 MV/m gradient as a start of the ILC operation, among other things," says Prof. Kenji Saito, an accelerator physicist from KEK. "The good thing about this workshop is that the people who are actually working on the cavities around the world get together and are reaching a consensus on what can and cannot be agreed."

"This way, we clearly recognize the different approaches of each R&D effort from each region and respect the way what other people think," he adds. "I am impressed by the way session organizers have summarized the draft documents well before the workshop starts. I really appreciate their efforts."

Announcements

Director's Corner

I have been writing the Director's Corner weekly since 8 June 2005, and this edition represents my tenth column. It was never my intent that the Director's Corner be a standalone communication, but rather that it be part of a weekly newsletter called *ILC NewsLine*. I began writing my column before *ILC NewsLine* started, however, due to the high demand to know the latest news about the GDE. I am happy to announce that as of today, my column will become a regular feature of *ILC NewsLine*, which will now become our main communication tool for the global ILC community.



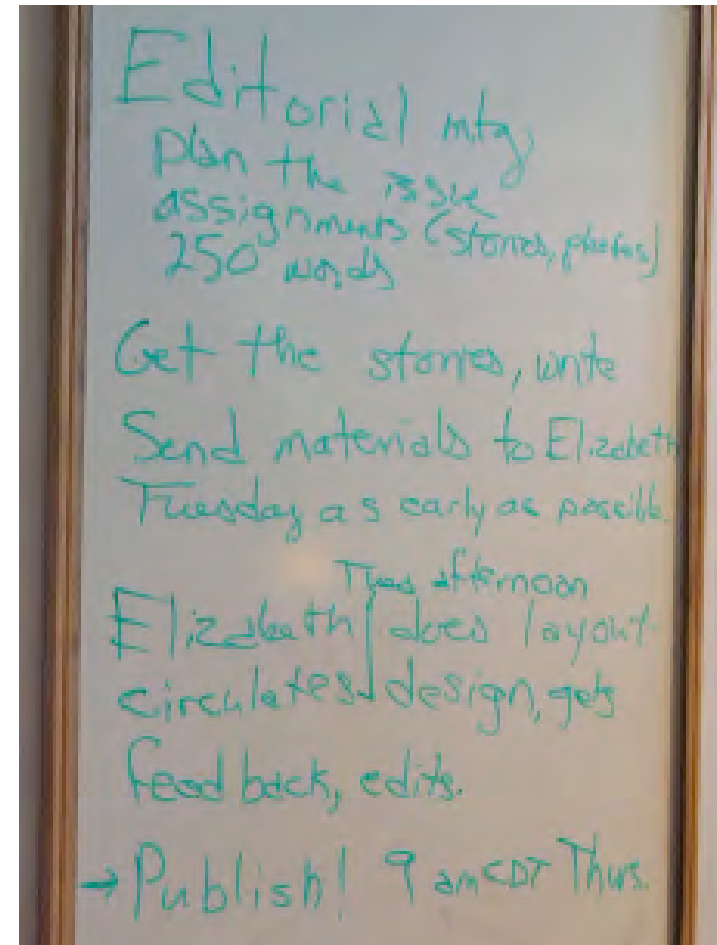
Bary Barish

Each issue of *ILC NewsLine* will contain feature stories, profiles, images, news articles, announcements and a calendar. The GDE Regional Directors and GDE Deputy Directors will also regularly contribute to the newsletter. Because *ILC Newsline* is a publication for the entire ILC community, every issue will contain stories about activities around the globe. Our GDE communicators will develop all of the content for each issue, and they welcome your suggestions and feedback.

The second and equally important development this week is the launch of our ILC website. Our website is at www.linearcollider.org, and we thank Norm Graf of SLAC for giving us this url that he had the foresight to obtain. During the Snowmass

ILC NewsLine on every Thursday

- GDE communicators will develop content
- Publish at 9 am CDT every Thursday
- Distribute as an HTML email to subscribers
- Quick approval chain (GDE communicators, then Barry)
- Need feedbacks, comments



ILC - GDE - Communicators

http://www.linearcollider.org/cms/?pid=1000047

ILC International Linear Collider

for Collaborators | for The Press | for Communicators | for Students and Educators

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ILC GDE

About Your Communicators

Karsten Buesser

I was born on 11 May 1970 and studied physics in Hamburg, receiving my PhD in 1999. I am a member of the DESY staff and devoted to the ILC project in several of its facets. I am working mainly on Machine Detector Interface, acting as a contact person between the ILC machine working groups and the LDC detector study. Also, I am the scientific assistant of the ILC@DESY project group as well as the scientific secretary for the EUROTeV project. And last but not least, I am a European ILC communicator, working in close relation with the DESY press office on all ILC related outreach questions.

I am married, and we have a 17 months old son. The photo above shows the river Elbe near

GDE Communicators



- Ameria
Elizabeth Clements
- Asia
Youhei Morita
- Europe
Karsten Buesser
Perrine Royole-Degieux

Subscribe !



- www.linearcollider.org -> “ILC NewsLine” -> Subscribe
- This is your media !
- Report your stories, send photos and graphics !!
- “Correspondents” needed from each country !
- GDE communicators are here to help you.

WG6 Agenda

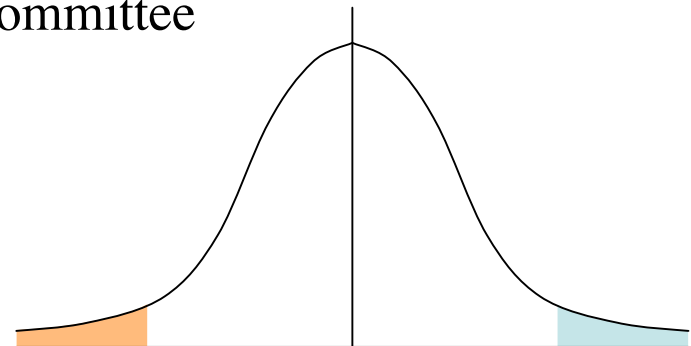
- Tuesday, Aug 16
 - Strategic Communication Plan
Draft is on the web under “Reports and Statements”
 - ILC GDE Communications
 - View from each region
 - GDE meeting / Subpanel meeting (“perfect talk on the web”)
- Wednesday, Aug 17
 - InterAction collaboration meeting
- Thursday, Aug18
 - Public participation seminar by Perspective Group

Public Participation Seminar



Public Participation Seminar

- Wherever the ILC is built, public participation is key
- Involve the public early!
- Each of us has a role in public involvement
- New concept for particle physics community
- Positive experience at Fermilab
- Learned basic principles of public participation
- Identify what information to “publics” and when
- Sponsored by USLCSC Communication Committee



Public Participation Seminar cont'd

- But...
- One size does not fit all...
cultural differences, different targets,
different stakeholders...
- Make it international...
- Multiple aspects of decision making
 - Internationally
 - Nationally
 - Locally

Summary of WG6

- GDE Communicators met face-to-face and started the job
- ILC GDE web site launched
- First issue of ILC NewsLine published
- Final strategic communication plan nearly ready
- Communication must respect regional cultural differences
- Need to address multi-language communication plans and resources

Issues for the next week

- Finalize the strategic communication plan
- Finalize the “perfect talk”
- Subcommittee to address the communications tool issues such as EDMS (sign up on the web site!)
- How to move forward from many distributed local web sites to the central site
- Publish the second issue of ILC NewsLine!
- Feedback session on the GDE website and NewsLine