



Global Communication for a Global Community



HEPAP

Washington, DC

September 29, 2003

Judith Jackson, Fermilab

Ruffano / 29 April 2003



Spaghetti ai
frutti di mare



From “Quotidiano di Puglia”



L'ha annunciato a Stanford Antimo Palano dell'ateneo pugliese

Fisica: un barese tra gli scopritori di una particella inaspettata

Una nuova particella elementare, assolutamente inaspettata per i fisici, è stata scoperta da un gruppo di ricerca italo-americano, nel quale hanno avuto un ruolo di primo piano ricercatori dell'Istituto nazionale di fisica nucleare (Infn). La scoperta è stata annunciata ieri negli Stati Uniti, nello Stanford Linear Accelerator Center (Slac) di Stanford.

La nuova particella appartiene alla famiglia dei mesoni, si chiama D_s (2317) ed ha una massa pari a circa due volte e mezza quella del protone. Ad annunciare la scoperta è stato ieri a Stanford il fisico Antimo Palano, dell'Infn e dell'universi-

tà di Bari, che ha svolto l'analisi dei dati. L'esistenza della nuova particella è stata accertata utilizzando i calcolatori ospitati presso l'università di Roma, nell'ambito dell'esperimento internazionale BaBar, in corso allo Slac.

Per Mauro Morandin, che coordina il gruppo di fisici italiani coinvolti nell'esperimento, il nuovo mesone potrebbe essere formato da una combinazione di quark mai osservata prima d'ora.

La Puglia degli studiosi e dei ricercatori continua a farsi strada nel mondo. A Bari c'è anche un gruppo di studio per i test sulla Sars.

Beyond the Standard Model



To achieve the kind of future that all of us want for particle physics, we have begun to change the way we communicate.

InterAction collaboration established December 2001 at DESY meeting

Brookhaven, Gran Sasso
DESY, Fermilab,
CERN, SLAC





Current members

- APS
- Brookhaven
- Berkeley Lab
- CERN
- Cornell
- DESY
- Dubna
- Frascati (INFN)
- Fermilab
- Gran Sasso (INFN)
- INFN
- KEK
- Saclay
- Orsay
- SLAC
- Thomas Jefferson
- TRIUMF

All particle physics labs are invited to join.

We're all in this together.



- Established a global collaboration for strategic particle physics communication
 - Common “Interactions Newswire”
 - Common particle physics website
 - World “image bank”
 - Press release coordination
 - On the agenda at physics conferences
 - Common strategic communication planning

To date, progress on all fronts



Interactions, the news wire

- www.interactions.org
- News from the world of particle physics
- Press releases and other news from the world's labs, experiments, funding agencies, advisory panels...
- Open to all particle physics labs

Interactions, the newswire



- One year of operation
- 64 physics news bulletins (counting today)
- 828 subscribers from 35 countries as of 26 September
 - ...including Air Canada, Boskovic Institute (Croatia), Crain's Chicago Business, Dallas Morning News, Jema (Spain), Knight Ridder, Kyodo News, National Public Radio, Nature, New Scientist, New York Times, Pravda, Science Magazine, Tass, The Associated Press, USA Today....
- **We have a channel to get the word out.**

Interactions, the Web site



INTERACTIONS .ORG

*The High-Octane Website
OF BNL and FOR Particle Physics!*

Gala Launch!
2:00 pm
Tuesday, 8.12.03
Ramsey Auditorium

LIVE MUSIC!
SPECIAL EFFECTS!



Public rollout Summer 2003 at Lepton-Photon Conference

“Start Me Up!”



A website for all of us

- A resource for all who communicate about or in support of particle physics
- Physics community, science writers, reporters, policy makers, universities, advisory panels...
- World particle physics Image Bank: one-stop shopping for images from particle physics worldwide
- www.interactions.org



INTERACTIONS



INTERACTIONS.ORG
PARTICLE PHYSICS NEWS AND RESOURCES

A communication resource from the world's particle physics laboratories

- About Interactions.org
- News
- Image Bank
- Resources
- Policy and Funding
- Physics and Society
- Education
- Universities / Institutes
- Future
- Contact Us

Enter [Workspace](#)

Copyright © 2003

News

Latest News Wire
22 Sept. 2003 - INFN: [Meetings on Physics](#)

Particle Physics in the News
25 Sept. 2003 - Nature: [Dealing with democracy](#)

[Cosmologists cluster to plot course towards dark energy](#)
(free web subscription required)

24 Sept. 2003 - The Washington Times: [Taking science to the 'extreme'](#)

24 Sept. 2003 - Quote.com: [IBM Announces Global Grid Computing Projects](#)

24 Sept. 2003 - PhysicsWeb: [General relativity passes Cassini test](#)

24 Sept. 2003 - Christian Science Monitor: [Gravity: Strength in Weakness](#)

Features

The Interactions online [image bank](#)--featuring images from the world's particle physics labs.



Now available: the Lepton Photon 2003 posters.

Understanding Matter, Energy, Space and Time: [The Case for the e+e- Linear Collider](#)

[A list of supporters](#)

Particle physics image bank



http://209.242.196.11/imagebank/search_public.php?accelerators=checked&offset=0&limit=5 - M...

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address http://209.242.196.11/imagebank/search_public.php?accelerators=checked&offset=0&limit=5 Go Links

INTERACTIONS

INTERACTIONS.ORG
HIGH-ENERGY PHYSICS NEWS AND RESOURCES

- Home
- News
- **Image Bank**
- Lab Links / Contacts
- Policy and Funding
- Publications
- Conference Calendar
- HEP Glossary
- Education
- About Interactions
- Contact Us

[back to search](#) Your search has returned 61 results. Results per page are set to 5.

1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 · 11 · 12 · 13 · next

	Image # BH0003 Brookhaven National Laboratory Jan 1, 2001
	A view of the superconducting magnets at Brookhaven's Relativistic Heavy Ion Collider. As gold particles zip along the collider's 2.4 mile long tunnel at nearly the speed of light, 1,740 of these magnets guide and focus the particle beams. (Courtesy: Brookhaven National Laboratory)
	more information : hi-res image
	Image # DE0001 DESY Jan 1, 2001
	The dotted lines show the run of the subterranean PETRA and HERA ring accelerators as well as the location of the four large HERA detector halls (north, south east, west). The DESY site is encircled by the PETRA ring, The HERA facility runs under Hamburg's Volkspark as well as beneath residential and industrial areas of the city. (Source: DESY Hamburg)
	more information : hi-res image
	Image # DE0009 DESY Jan 1, 2001
	Looking into the HERA Tunnel. DESY's particle physics research is currently conducted at the Hadron-Electron Ring

http://209.242.196.11/cms/?pid=0 Internet

ICFA letter of support



“At the recent ICFA meeting, the Committee appreciated your report on the need for better communication about particle physics, and ICFA endorses the efforts of the international collaboration of particle physics communicators, InterAction.”

Links to others

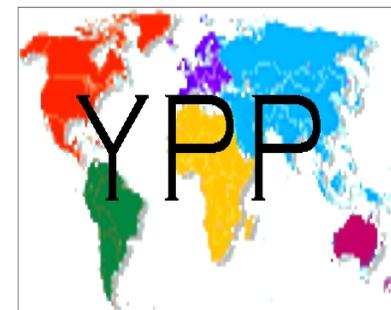


LAB COMMUNICATION
COUNCIL



International Committee for Future Accelerators
sponsored by the Particles and Fields Commission of IUPAP

EPPOG



KET



AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

At La Thuile 2003



Conference organizers invited InterAction to hold parallel particle physics communication “rencontres” and present results to physics conference.

A week together

Les Rencontres de Physique
de la Vallée d'Aoste

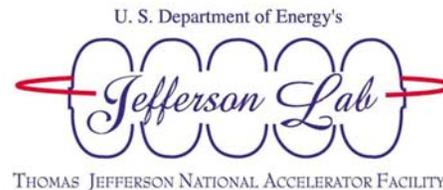
INTERACTIONS



Our plan



- Create a strategic worldwide particle physics communication plan for InterAction.





Strategic Communication Plan

- Goal
- Strategy
- Tactics

InterAction: Goal



To increase support around the world for fundamental particle physics research.

InterAction: Strategy



- Strengthen collaboration among laboratory communicators in order to
 - Share resources
 - Speak with one voice*
 - Develop a common science message

*recognizing need for scientific competition and different points of view

InterAction: Tactics



✓ Open the Interactions website and image bank for business August 2003.

✓ Use Lepton-Photon Conference 2003 as **international** particle physics communication opportunity.





InterAction: Tactics

- Develop communication plan for World Year of Physics
- 2005 through the eyes of ~ 3 particle physicists from each of the world's labs: stories, photos, exhibits, videos, press, blogs, websites....
- Rendezvous at Uppsala?

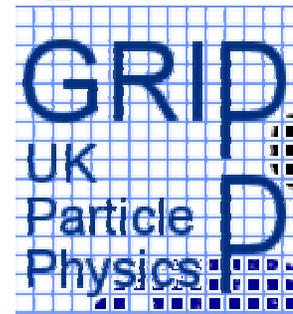
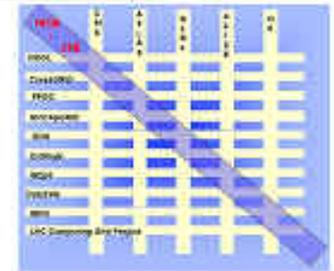
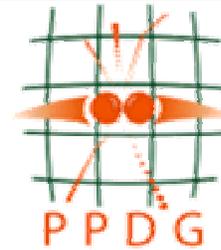


InterAction Tactics: Data Grid



- Understand who, what, when and how it all fits together.
- Develop common messages, materials and communication strategies.
- See under “Future” on Interactions.org

DataTAG

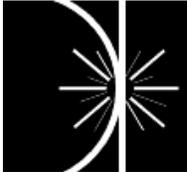


InterAction: Tactics



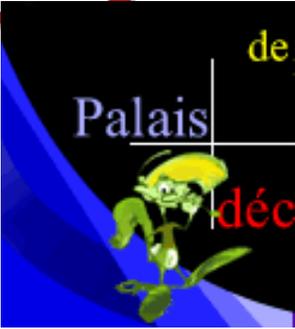
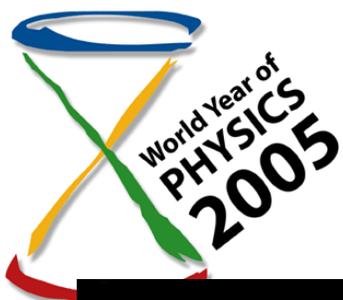
- Make collaboration a way of life for particle physics communication—as it is already for particle physics experiments.
 - Press releases
 - Articles
 - Press relations
 - Policy papers
 - Issues





Collaboration: It's working.

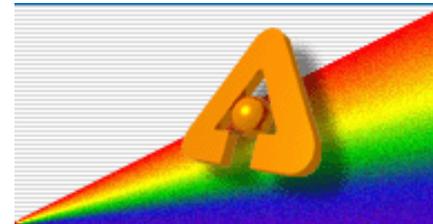
- Today: Joint Grid Press Release
- CERN/BNL/Fermilab press release
- Joint Lepton-Photon Press Room
- World Year of Physics
- Linear Collider Outreach



Connections



- NIKHEF provides home for Interactions.org webmaster in Amsterdam.
- Light source communicators have asked for our help.
- European Linear Collider Outreach Group has requested space on Interactions.org.



Linear Collider Communication



“As I mentioned at Fermilab, ECFA has nominated 20 Physicists in Europe to start working on OutReach for the Linear Collider. It was quite explicitly stressed to us that the first goal is to present the project as a global international project: the Linear Collider whatever it is, and wherever it is...”

François le Diberder

InterAction August 2003





Communication without borders

“To strengthen the international science of particle physics and to set visible footprints for peaceful collaboration across all borders.”

InterAction Collaboration
Mission

