

Outreach discussion

CR06 12.30 Wednesday 20th August

Present:

Chris Rogers

Ken Long

Amy Pollock

Becky Parker-Ellis (phone)

Paul Kyberd (phone)

Summary of actions:

Chris Rogers to get a quote from Vicky Bayliss.

All to send suggestions/corrections on press release by Friday

Amy to coordinate graphic to go along with press release

Ken will email Matthew Chalmers re: CERN Courier and hand over to Steph Hill/Becky Parker.

Draft Press Release

We discussed the proto press release. Ken Long noted that it may be beneficial to add in quotes from far east, former spokespersons and himself. Parker notes that it is already rather long so we will have to be careful to keep it at the right length, which may require some ruthlessness. We should make a longer version to distribute to collaborators and post on the STFC website. Paul Kyberd notes that Fermilab needs to be kept in the loop. Paul Kyberd notes that we don't have a quote from a woman. Suggested a few names. **Chris Rogers to get a quote from Vicky Bayliss.** Parker would like to get all of the press releases prepared; and once we are happy perhaps send the press release through to international colleagues closer to the publication date. **All to send suggestions/corrections on press release by Friday**

Stills

Vicky has asked Ben Gilliland to contribute, but he needs some information from us for a still. **Amy to lead**, she can consult with us for technical details.

Parker asked if we have any idea of time scales, but we don't have anything.

Outreach at RAL

Ken introduced other things:- Bob Bingham will organising seminar for Chris R to present. Evening public talk. JD Lawson lecture will be on future colliders; Jim Virdee has agreed. Peer group activity around the JD Lawson lecture. Amy is the contact for outreach based at RAL.

Peer Group

Ken Long notes that Matthew Chalmers at CERN courier has offered to do a news piece. Ken would like to get that prepared - **Ken will email Chalmers and hand over to Steph Hill/Becky Parker.** Also need to get Symmetry along. Paul Kyberd has interest from The Conversation. Parker asked which are the priority media outlets? Peer group is important (CERN Courier and Symmetry). Broader outreach beyond peer group is also useful.

Have not updated wikipedia entry; Paul Soler we hope will action.

Video

Paul Kyberd has asked about a video - "Raquel" is the contact. We had some discussion on the way out of the meeting room with Amy regarding what might be in a potential video. Would like to hit potential for high energy physics impact, technical details of the result, potential impact on LHC. High energy physics impact could come out of interview, potentially with some theorists. Technical

details could come from a graphic. Chris mentioned the ISIS animation:

<https://player.vimeo.com/video/7813721?autoplay=1>

Could tie in CERN (e.g. interview at CERN) to deal with the LHC angle, or do an interview around the ISIS equipment if it is available.