

The Interactions Collaboration:

Global coordination of science communications

On behalf of the InterActions Collaboration

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The Interactions Collaboration

Network of Communications Directors of large physics labs, initially formed to promote global cooperation in communication and outreach of particle physics. Current members are:

- [Australia](#) - ARC Centre for Excellence for Particle Physics at the Terascale
- [Canada](#) – TRIUMF
- [China](#) - Institute of High Energy Physics Beijing
- [France](#) – IN2P3, IRFU CEA-Saclay
- [Germany](#) – Helmholtz Zentrum DESY
- [Italy](#) – Istituto Nazionale di Fisica Nucleare
- [Japan](#) – KEK, IPMU
- [Netherlands](#) – Nationaal Instituut voor Subatomaire Fysica (NIKHEF)
- [Russia](#) – Joint Institute for Nuclear Research Dubna (JINR)
- [Switzerland](#) – CERN
- [United States](#) – DoE National Laboratories (Argonne, Brookhaven, Fermi, Lawrence Berkeley, SLAC), SURF
- [United Kingdom](#) - Science and Technology Facilities Council

The (multi-disciplinary) Collaboration

- **Australia** - ARC Centre for Excellence for Particle Physics at the Terascale
- **Canada** – TRIUMF (nuclear physics and medicine, materials science etc)
- **China** - Institute of High Energy Physics Beijing (Beijing Synchrotron Radiation Facility etc)
- **France** – IN2P3, IRFU CEA-Saclay (nuclear physics, technology etc)
- **Germany** – Helmholtz Zentrum DESY (PETRA, FLASH, X-FEL etc)
- **Italy** – Istituto Nazionale di Fisica Nucleare (nuclear, astrophysics etc)
- **Japan** – KEK, IPMU (Photon Factory etc)
- **Netherlands** – Nationaal Instituut voor Subatomaire Fysica (NIKHEF)
- **Russia** – Joint Institute for Nuclear Research Dubna (JINR) (nuclear physics, IBR-2M etc)
- **Switzerland** – CERN (nuclear physics and medicine)
- **United States** – DoE National Laboratories (Argonne, Brookhaven, Fermi, Lawrence Berkeley, SLAC), SURF (neutrons, photons, lasers etc)
- **United Kingdom** - Science and Technology Facilities Council (ISIS, Diamond, CLF, astronomy, space science etc)

Why communicate?

At the heart of science

- Glover: “Research not communicated is research not done.”
- Walport: “Science isn’t finished until it’s communicated. The communication to wider audiences is part of the job of being a scientist.”

Societal compact

- Funding, ethics, benefits, inspiration

Usually written into laboratory/facility operating licence/charter

- Often quite explicit obligations

The great enemy of communication is the illusion of it

William H. Whyte, Fortune Magazine, 1950



Why collaborate?

- Avoid MAD-PR (mutually assured destruction by press release)
 - Scientists collaborate to achieve more than the sum of the parts, but everyone naturally wants a share of the credit
 - We all need to avoid the “it’s my discovery, no mine....” argument
 - Global media need a single credible source
- Now commonplace in “Big Science”
 - GW discovery issued by LIGO/VIRGO/GEO, CMS result involves 100s of institutions, ESO results >1 and often dozens, neutron/photon sources often >1
- Collaboration improves outcomes
 - Lead institution credit
 - Member institutions also benefit



What we do

- We have agreed rules:
 - Membership criteria
 - Membership fees
 - Media release protocols
 - Web content, etc etc
- We share information, including upcoming news, to ensure no surprises and enable maximum local impact
- We meet and discuss and review
 - Personal connections are vital, and enable better outcomes, eg GW session at ESOF



A possible model?

- Yes.....
 - Obvious and quantifiable benefits from sharing best practice, providing advance notification of major results and collaborating on international campaigns
 - Self-funding - not external, eg EC funding - provides flexibility and responsiveness
 - Formal structure allows tasks, projects and funding

- But.....
 - Level of collaboration differs across research fields
 - PP/NP/Astro facilities offer unique capabilities so researchers rely on access
 - Neutron/photon sources offer complementary capabilities



Now available

Communications and Outreach
for Science Laboratories and Facilities

Best Practice Advice for Directors, CEOs
and Communications Managers

Best practice
communications and
outreach guide for
laboratories

<http://www.interactions.org/bestpractices>



INTERACTIONS.ORG



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Particle Physics News and Resources

Questions?

