



LHC Communications project

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LHC Communications project

LHC Communications project

- STFC funded
- Two-year project ('pulse' of activities)
- £600K
- Communication Strategy document
- Minimal framework of UK outreach activities
- Partnership with the UK HEPP community





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Understanding our audience

- Formative evaluation research
- Focus groups and interviews
- <http://www.lhc.ac.uk/for-physicists/lhc-communication-strategy.html>

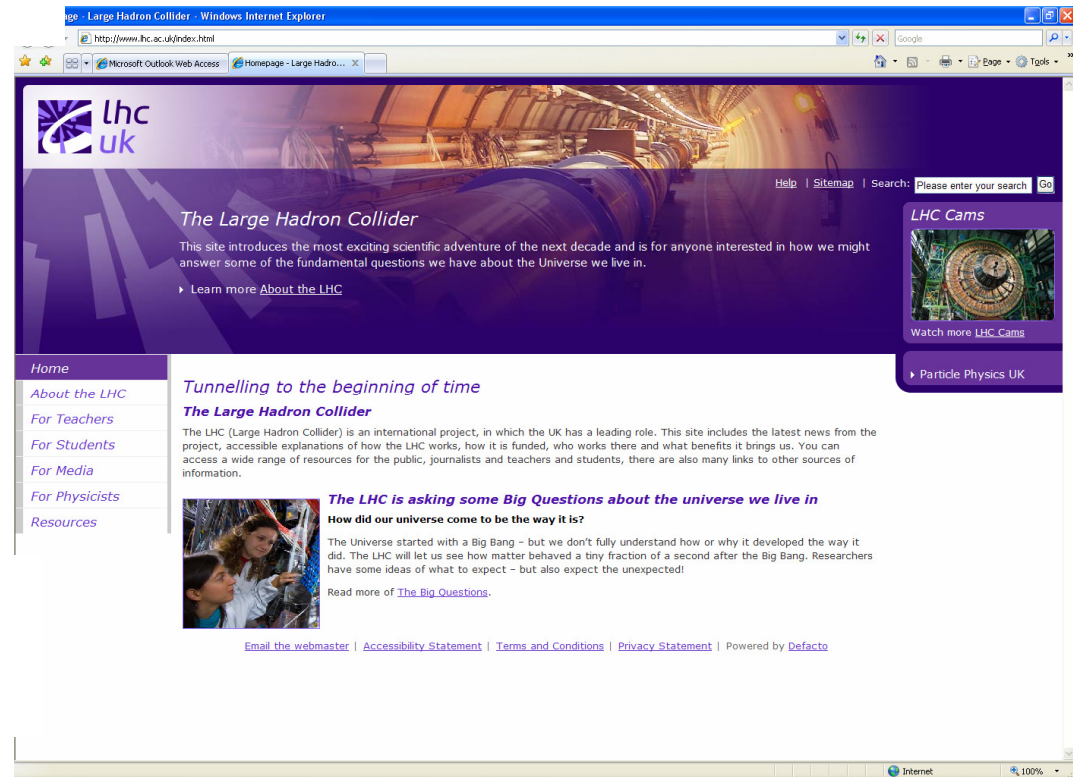




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www.lhc.ac.uk

UK LHC website





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TV and Radio coverage

- News, documentaries, features

Schools Programme

- Posters, leaflets, cartoon book
- IOP schools lecture 2008 (30 lectures)



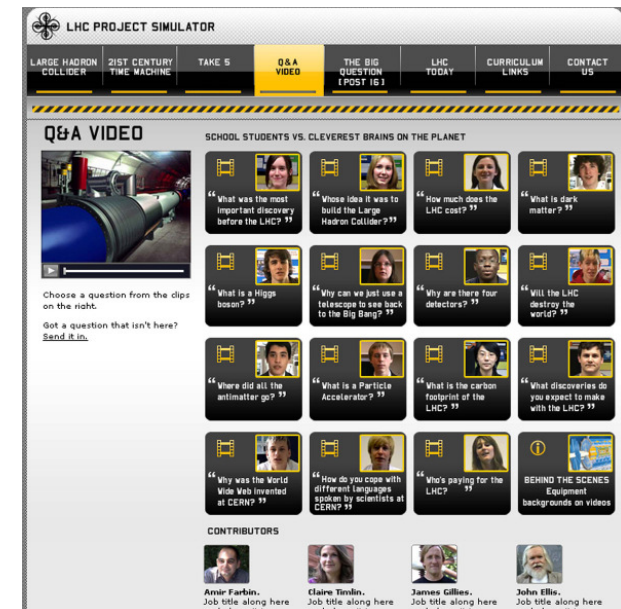
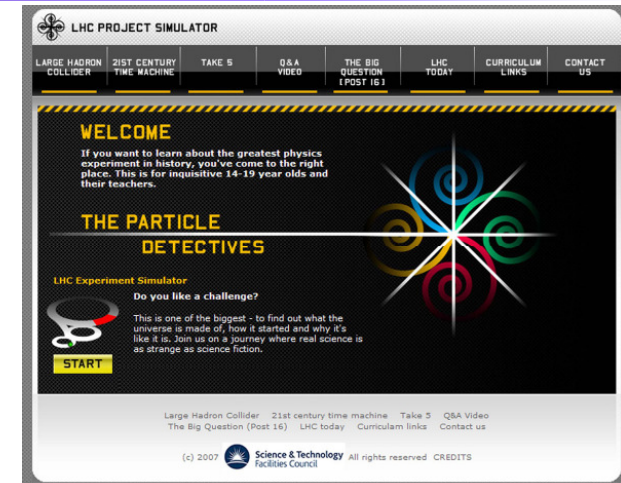


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Schools Programme

- Web-based education package
- A-level physics
- 14+ 'How science works'
- www.particledetectives.net

- Teacher's TV programmes & resources





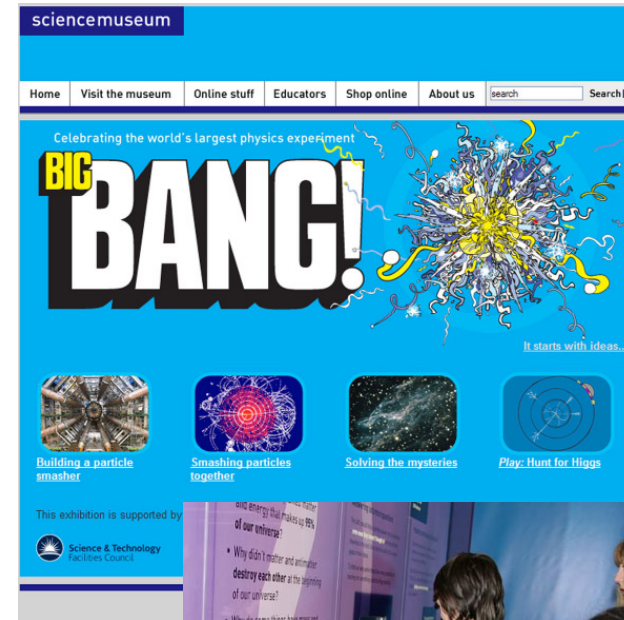
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Major Science Museum exhibit

- National tour to 4 venues
- Website

www.sciencemuseum.org.uk/antenna/bigbang/

Possible tie-in to public talks, café
scientifiques, science centre
activities, schools etc.





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