

US Grid Draft Strategic Communication Plan

Goal: Strengthen support for development of a world-class United States science grid, as part of the worldwide effort to create a global grid for scientific computing.

Strategy: In collaboration with the worldwide grid community, develop and communicate a coherent message to diverse audiences that:

- Conveys the unique capability of grid computing that will be needed for the next generation of science experiments.
- Makes the case for a world-class US science grid to federate with other grids around the world.
- Strengthens the relationships between particle physics research and other fields of science.
- Supports international collaboration in grid computing.

Actions:

- Consider creating a Strategic Grid Communication group to lead and coordinate US grid communication
 - Include scientists, IT experts and communicators
 - Include both university and laboratory representation
- Develop one-page message that conveys the excitement and revolutionary opportunity of 21st- century grid computing (Consider a contest for the best one-minute “elevator message” explaining what the grid is and why it’s important.)
- Develop grid communicators’ Web site on Interactions.org (see <http://www.interactions.org/cms/?pid=1009040> for a comparable effort by the Linear Collider community) as a central resource for grid communication.
- Use Web site to bring together in one place:
 - worldwide grid news stories
 - press releases
 - grid presentations and talks
 - links to other grid sites
 - a grid image bank
 - a grid glossary
 - answers to frequently asked questions
 - background information pages on all US grid efforts (see below)
 - links to worldwide grid communication sites and resources
- Use Web site to monitor worldwide grid news coverage (Interactions Web site has full-time webmaster who monitors world news daily)
- Issue a series of news releases highlighting achievements and milestones in US grid development as they occur. Develop a standard procedure for writing and

reviewing grid releases that, in addition to highlighting US achievements and institutions, routinely recognizes grid development by other regions and institutions.

- Develop one-page background papers on all US grid computing projects and programs to use as support material for press releases and Web site
- Develop a grid image bank of world-class grid images
- Create a media list targeting journalists specializing in IT
- Continue collaboration between Fermilab and CERN communications offices, coordinating messages and communication initiatives. Through InterAction collaboration, extend and improve coordination with other laboratories and regions.
- Develop World Year of Physics 2005 plan for grid outreach.