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# Strategic Communication for the US Science Grid

Open Science Grid Forum

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(Wish I were there!)

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# Grid Communication (now)

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- **Challenging**

- What is The Grid?
- Lotsa jargon: Who are all these grids?
- “To understand the grid you have to learn a whole new language!” (A physicist)
- Few compelling images
- What’s the elevator message?

# Grid Communication (now)

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- **Strategic?**
  - What is the goal?
  - Who are the audiences?
  - What is our strategy
  - Who's doing what?

# Grid Communication (now)

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- **Fragmented**
  - Every project for itself
  - Coordination among US, Europe, Asia?
  - Among different fields of science?
  - Among universities, labs, projects, programs?

# Wake-up call

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- In December, we tried—hard, and with good will—to write a press release on the **success of Grid2003**.
- We came close, but we failed.
- Nobody’ s fault. **It happened because we have no plan in place.**

# We can do better!

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- We need a strategic communication plan “to 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”
- Draft for you to consider as a starting point for discussion.

# Take a look...

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- Here's a Web site that the Linear Collider communication group created
  - <http://www.interactions.org/cms/?pid=1009040>
- Monitoring grid news coverage
  - <http://www.interactions.org/cms/?pid=1005956>
- The beginnings of a grid communication Web page on Interactions.org (**Needs your help!**)
  - <http://www.interactions.org/cms/?pid=1005291>