CMS Outreach and Education

IPPOG meeting #2

5th November 2011

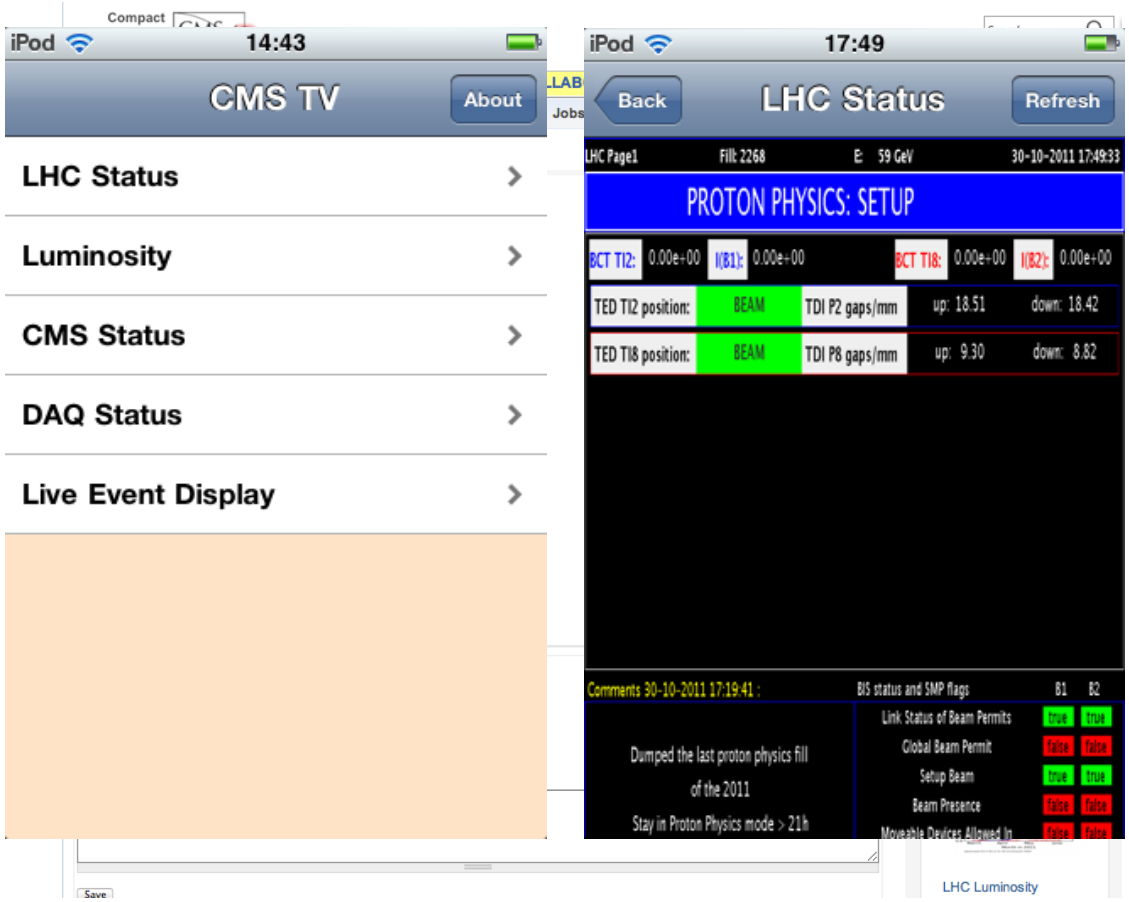
D. Barney *et al*

New DRUPAL-based web site

cms.web.cern.ch

- Built within the new CERN-wide contextof DRUPAL
- Coherence between “Public” and “Collaboration” pages
- Big focus on “News”
  - Easy submission, editing, commenting etc.
  - Still determining best announcement strategy (inc. incorporation of social media)
- Easy monitoring of what is being accessed
- Ease of re-use of materials

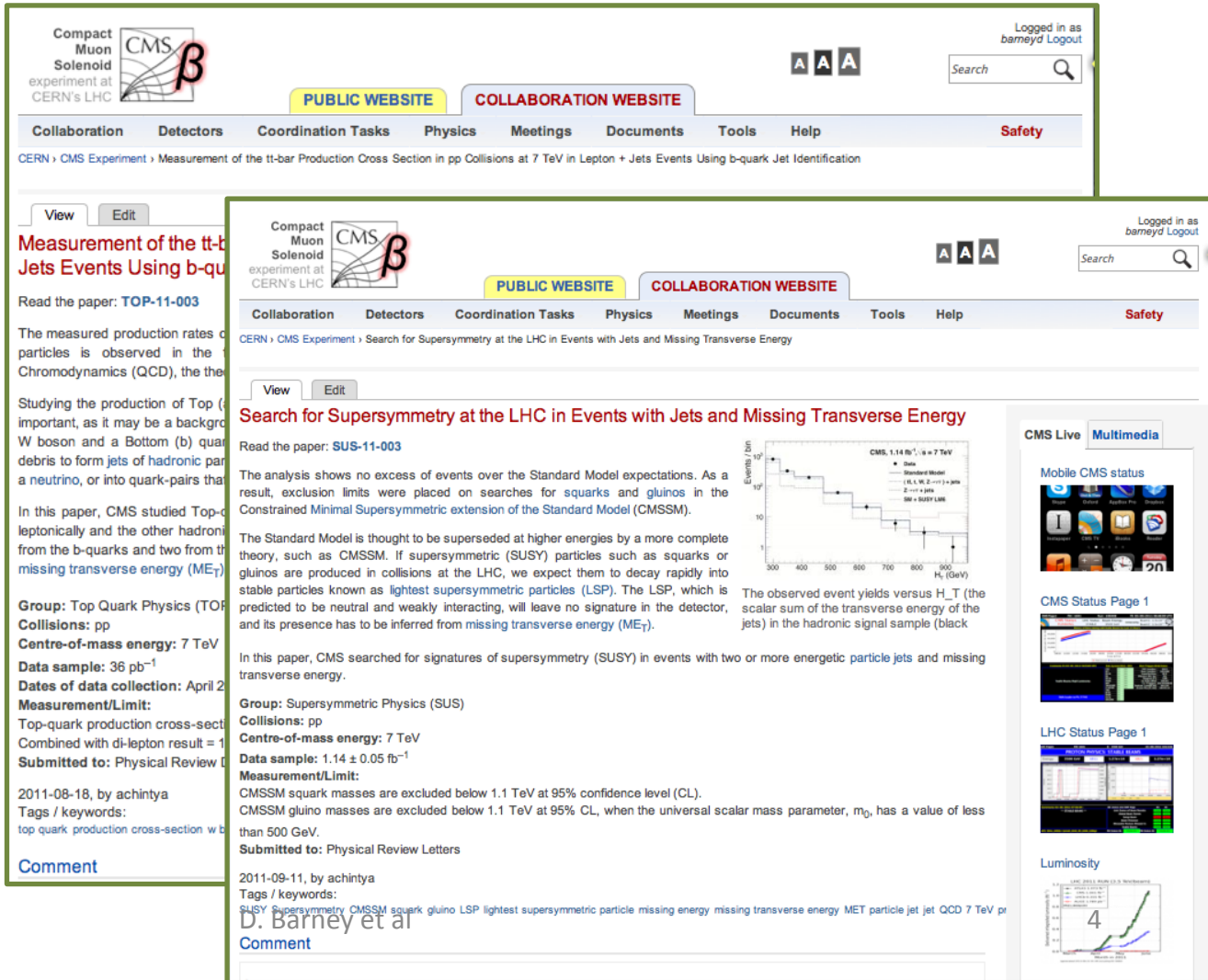
New DRUPAL-based web site + mobile “app”



“QR” code is recognized by free apps on mobile phones etc. Links to simple application for viewing CMS/LHC status

Simple Summaries of Scientific Papers

- Every new CMS paper will now have an accompanying short (<300 words) plain-English summary
- Written by Achintya Rao (CMS E&O) after perusing the paper
  - Takes between ½ → 1 day per paper
- Texts approved by conveners of the physics group involved
- Are published on our web site



Use of Google earth to show collaborative efforts in CMS (detectors, analysis etc.)

Example: use of the Worldwide Computing Grid

“How physics is done” movie – in progress

Permission granted by management to film important meetings in order to produce short movies demonstrating the scientific process

e.g. how, from the CMS perspective, the combined CMS+ATLAS Higgs result is being produced etc.

1:1 ultra-high resolution CMS image

1st printed version installed in bat 40. http://cdsweb.cern.ch/record/1377842

Visits to P5

- See presentation by Achintya in IPPOG#1
- Can always take visitors underground at P5 – to the “service cavern” – even when LHC is operating
- Can also take visitors to experiment cavern during shutdowns (winter stops; long shutdowns)
- Trying to improve infrastructure for visits at P5

Visits to P5 (cont.)

- Systematic (professional!) approach
  - Key messages developed
  - Target audiences understood and objectives for each defined
    - Non-expert public
    - Public with scientific background
    - VIPs & media
  - Significant interaction with local community
    - And build synergy with Roman remains in the area….
- Some items already defined/produced
  - E.g. 1:1 scale CMS image in the surface construction hall
  - Poster banners in place underground to help guides etc.
  - Photos of previous VIP visitors

Graffiti mural outside CMS Control Room