

Outreach News

- Tee-shirts, polo shirts, caps, keyrings, magic cubes – most produced for Open Days
- Factsheet (single A4) for Press – well received
- New Outreach Web site (Lizzie and Marzena – see later)
 - <http://cern.ch/cms-project-cmsinfo>
 - 1st beam event photos, event pictures at :
<http://cern.ch/cms-project-cmsinfo/Media/Images/PublicEvents/FirstBeam/index.html>
- Large CMS photo banners (Michael Hoch)
 - Plan to offer for sale to CMS collaborators
- Interactive 3D CMS panoramic photos (Peter McCready)

Live “LHC Rap” – Sept. 21st 08

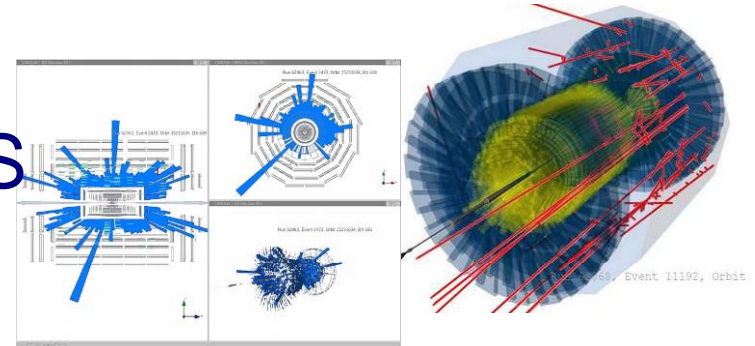


Particle Physics Outreach – in some unexpected places.....



10th Sept, LHC First Beam Event

- Huge success by LHC and CMS



- Major media coverage worldwide

- Numerous CMS interviews
- 300 journalists at CERN
- 3500 news bulletins / articles
- 450 TV channels, 2100 broadcasts
- 100 million CERN Web hits



- CMS Centre was big focal point

- 90 visits of TV, radio, written press
- All day hosts for BBC TV / Radio
- Live video-links to press events at Fermilab, DESY, INFN and ETH



Upcoming Media / VIP Events

- **3rd Oct, LHC GridFest**
 - Globe: CMS Grid demonstrations + 2 talks
 - > 50 people tours of “CMS Centre” Computing Ops
- **21 Oct, LHC Inauguration**
 - Definitely going ahead. Mainly VIPs. Less media
 - CMS exhibit in SM18 area
- **LHC restart ... will be rather quieter**
- **First collisions ... a lot of media interest, needs thought**