



Potential IPPOG Success Story

Early Morning Coffee at CERN

A podcast by the scientists at CERN about the science of CERN

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Basic Concept

Video/Audio Podcast from Scientists at CERN

- Start monthly, potentially increase frequency
- Roughly 30 minutes (longer pilot introduction)
- Host(s) with guest scientists and other experts at a coffee table
- Cover a physics topic in a **conversational** manner
 - **NO SCRIPT**
- Add recent news, social audience Q&A, etc.

Goals

- Reach broader audiences
 - Emphasis on women, girls, other underrepresented communities
- Grab their attention and bring them to our other platforms
- Remind everyone that science is not just a thing, it is The Thing

Example Episodes

Episodes based on physics topics

1. Cosmology Part I: The beginnings of our universe (pilot) [**recorded**]
 - Guests Asli Abdullahi (theory), Michael Doser (AEGIS)
 - Focus: Why did matter survive?
2. The Higgs boson then, now and in the future [to be recorded soon]
 - To drop on July 4th
 - Why we desperately sought SUSY
 - Why does Dark Matter?
 - Cosmology Part II: What's happening to our universe?
 - Mesons, Baryons, Tetraquarks, Pentaquarks and Sexaquarks?
 - Football or Rugby? Isotopes made at CERN
 - Resistance is Futile: How superconductivity drives particle physics
 - Other (Some Outside of CERN)
 - Gravitational Waves, Astroparticle Physics, Neutrinos

Cross-Cutting Themes

To appear in many of the episodes

- The scientific process (e.g. the paper publishing gauntlet)
- International collaboration and diversity
- The composition of CERN (staff vs. users, etc.)
- Current, relevant events in the news (even hot topics)
- Why different detectors? Why more than one?
- Saving Lives: from PET scans to MRIs to Isotopes (probably an episode)
- The Good, the Bad and the Ugly: Was the Web a good idea?
- Other Knowledge Transfer topics as they apply
- Education & Outreach (Masterclasses, Science Gateway, resources, etc.)

Credits

Our Team

- Editor & Producer: **Chetna Krishna**
- Social Correspondent: **Joni Pham**
- Host: **Steven Goldfarb**
- Executive Producer: **Jacques Fichet**
- Technical Lead: **Ron Suykerbuyk**
- Studio Manager: **Max Brice**
- Sound Design: **Piotr Traczyk**
- Original Theme: **Canettes Blues Band**
- Strategic Communication: **Daniela Antonio**
- Special Thanks to **CERN ECO Team**
- Recorded in **Wire Chamber Studios at CERN**

Communication

Where to find us

- Video: CERN YouTube channel
- Audio: Spotify, Google, Apple Podcast, (wherever you get your podcasts)
- emc2.cern for a full listing, related links, merch, etc.

Digital & Social Media

- CERN will help push the content
- Joni will collect and procure Q&A

Design

- CERN Design Team (Daniel) provided logo, graphics, animation for video

Status

Recording

- Pilot episode recorded with Asli and Michael (they were awesome)
 - One hour on 1st microsecond (covering CERN experiments), antimatter experiments
- Video and audio edited and in CERN ECO hands
- Offer for Coffee Cups procured from IPPOG designer, Cincia de Melis
 - Important part of set
- Awaiting green light to go forward with S1E2 (Higgs)
 - Mainly a question of ECO human resources
 - Probably record in May for July 4th
 - Drop pilot in early June
 - Eventually go to one per month

at CERIS





Thank you!