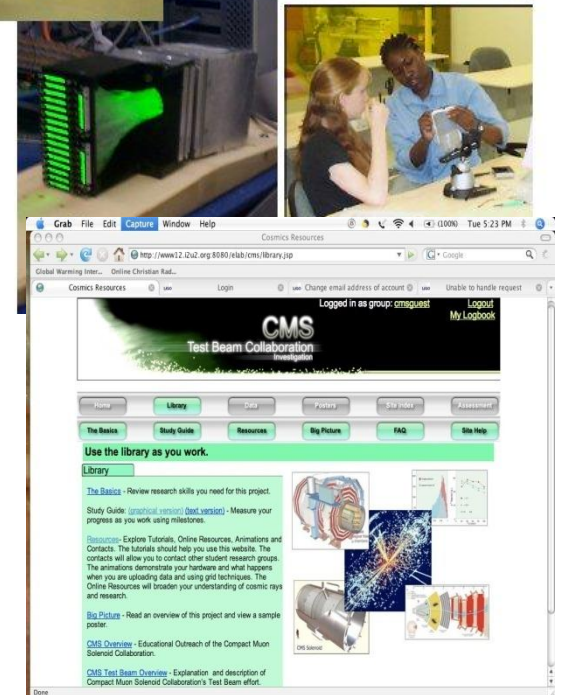




U. S. CMS Education & Outreach



Don Lincoln
Fermilab

USCMS Meeting
U. Colorado
May 2012



Current Personalities



Don Lincoln
LPC/ROC
USCMS



Ashley
WenersHerron
CERN based



Katie Yurkewicz
Fermilab poobah



Randy Ruchti
LPC/ROC



James Gillies
CERN poobah



Poll Results [Fall 2011]

- Education
 - Quarknet
 - CMS Masterclass
 - Open house d
 - Occasional instruction phase
- Outreach
 - Lecture
 - Porters if they call

Low Impact



Physicists & Outreach





What do we need to do?

- Work together
- Apply leverage
 - Employ media where possible
 - Multiply reach a thousand-fold
- Must
 - Create product
 - Engage PR/press



Primary Project

- “Discovery packets”
- Web page like press release packages of top quark discovery era
- 4 – 6 topics
 - Higgs [observe/rule out]
 - “generic discovery”
 - SUSY [find/limit]
 - Matter/antimatter asymmetry
 - Dark matter



How You Can Help

- Develop product
 - Lots available already...mostly just need to pull it together
- Pick subjects
- Web-site design
 - Plus make, host, maintain.
- Videos, graphics and animations

Title of Announcement

This is the actual press release here. It will have lots of information, although not all of it will be on this page. The press release will end with a URL that goes to the actual press release from CERN. Enough of the text will be given here to engage and entice the press....

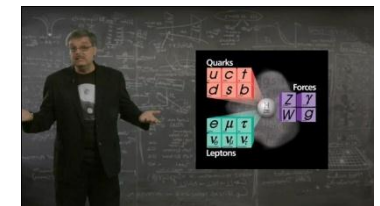
[Link to full announcement](#)

Contact information [US People]



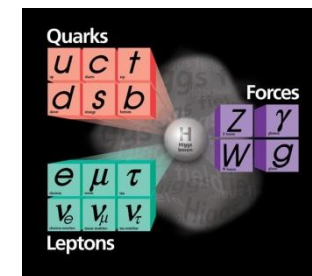
What is
CERN?

Background Information



Images

Videos



Standard
Model

Text background on
what the thing means,
context, etc.



USCMS E&O

- Fall/Winter of 2012 will be when we can get the press' attention until Fall 2014.
 - Let's not blow it.
- Maybe we find something, maybe we just make a big noise about a limit.
 - Use the media to leverage our exposure.
- Now or never.....



Discuss