CMS Outreach 2003

- **CMS Animation**
  - **Is complete – 16 minutes long!**
  - **Shows most of the construction of CMS, including lowering/assembly underground**
  - **Voice commentary (English) being added at the moment**
    - Other languages may follow (certainly French)
- **Visitors Gallery at CMS Construction site**
  - **Emphasis has been placed on the construction itself, rather than the gallery (as you saw yesterday!)**
  - **Some detector pieces will be placed there**
  - **Large display showing slice through CMS**
    - Different particles interacting with the sub-detectors
  - **Cosmic ray detector will also be installed**

CMS Outreach 2003

- Posters & Brochure need updating
  - Still mention MSGCs in the CMS tracker
  - Brochure too complicated for most people
- Production of static/animated event displays for the press
  - Need for “standard” displays for the press, similar to this – but better!
  - CERN Summer student will work on animations and also the CMS Outreach web site

CMS Outreach 2003

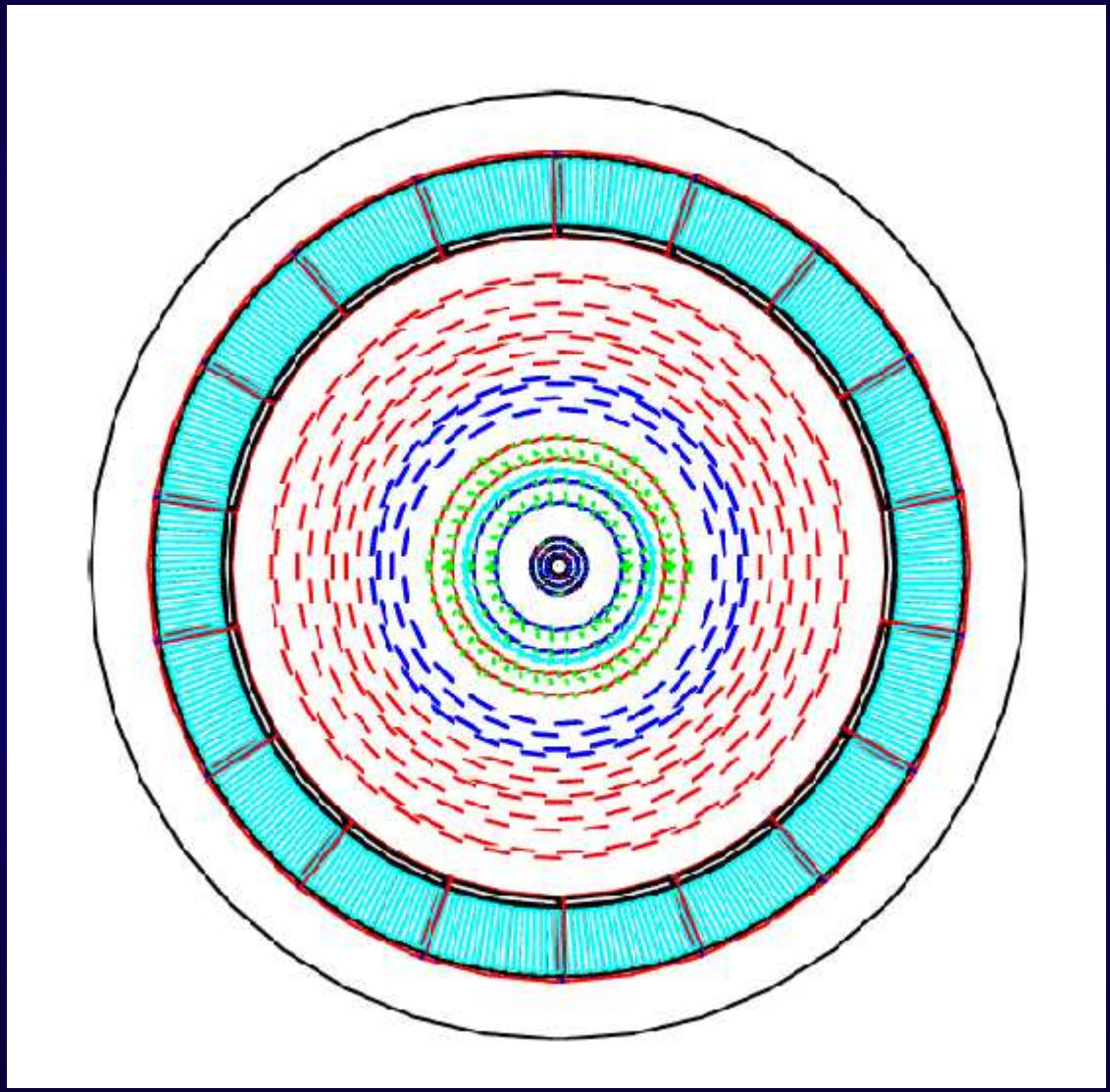
- **Panel of Experts**
  - **New CERN public pages include "ask an expert"**
  - **For CMS there is now a young representative for each sub-detector:**
    - Alick Macpherson (Pixels)
    - Duccio Abbaneo (Tracker)
    - David Futyan (ECAL)
    - Dave Barney (Preshower+Electronics+infrastructure)
    - Laza Lazic (HCAL)
    - Benoit Cure (Magnet)
    - Pawel Zych (Muons)
    - Giacomo Bruno (Tridas)
    - Nick Sinanis (Computing)
    - Sasha Nikitenko (Physics)
  - **This panel will also meet to discuss possible news stories etc.**

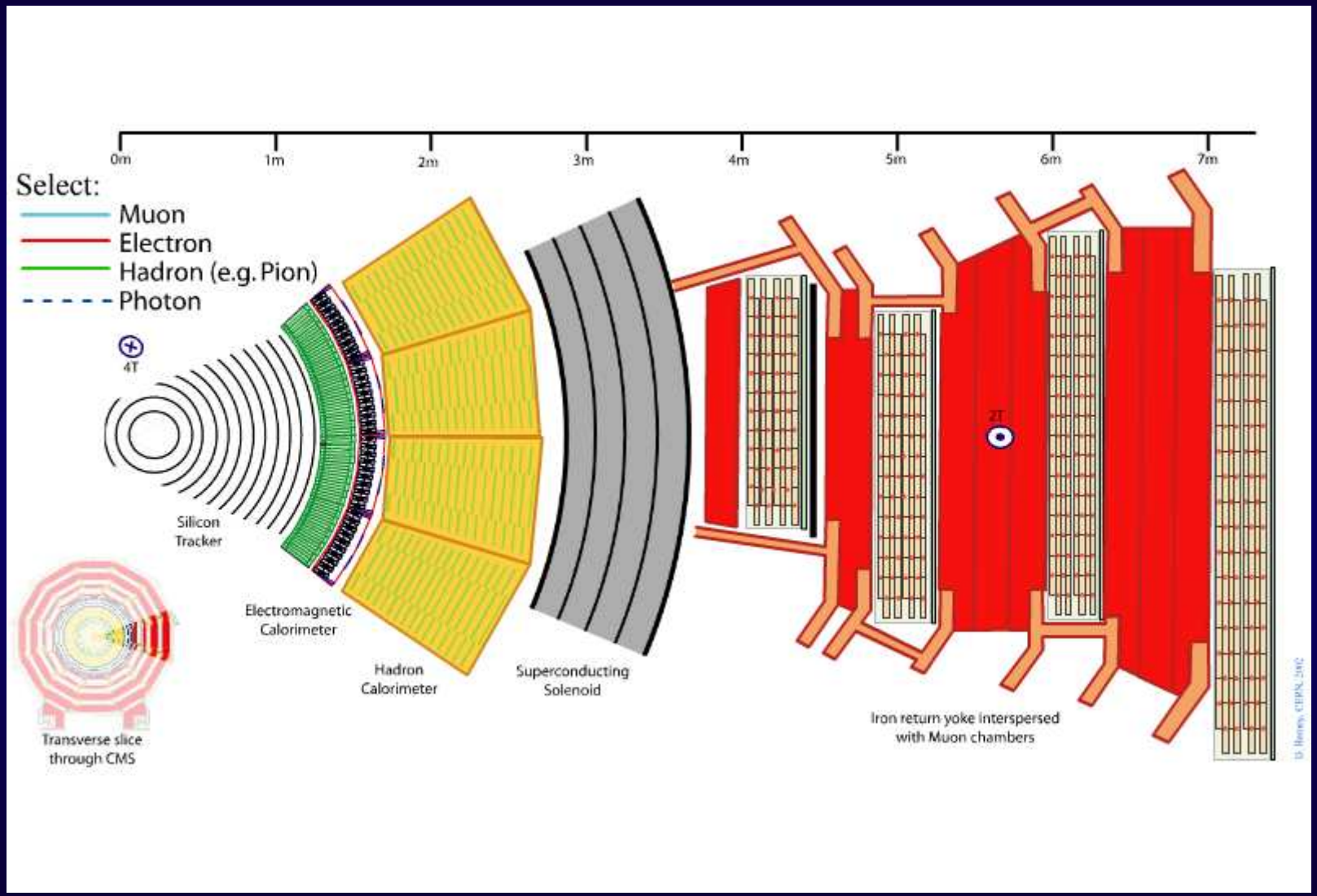
CMS Outreach 2003

- **CD-rom production**
  - **1st prototype distributed at last Outreach meeting (in Pisa)**
  - **Will be principally for physicists etc. – including those within CMS**
  - **Contains a subset of the CMS Outreach web site:**
    - Animations
    - Web-cam movies
    - Photographs
    - Brochures
    - Presentations
    - Technical Design Reports
    - Contributions to the CERN Annual Review from CMS
    - ……
  - **Will be distributed to the CMS collaboration in June (hopefully!)**

CMS Outreach 2003

- **DVD-rom production**
  - **Starting to make a short (8-10 mins) "promo video" for CMS**
  - **More like a pop-music video than anything else!**
    - i.e. to get the attention and excite people – not to teach them anything
  - **Focus on some of the cultural aspects**
  - **From this will make a shorter film of 1-2 minutes (a bit like the video "CERN in 2 minutes")**
  - **Will also include DVD extras, such as:**
    - Interviews with young scientists/engineers
    - Footage of CMS construction around the world
    - ……





Dave Barney, CERN