

# CMS Communications Plan

Prepared by Lucas Taylor, CMS Head of Communications  
with Annexes by Dave Barney, Education and Outreach Coordinator;  
Elizabeth Gibney; and others ...

## Objectives

In September 2009 the CMS Collaboration Board established a new “Communications Group”, led by Lucas Taylor, for the coming phase of LHC data-taking, analysis and discovery. CMS mandated the Communications Group to:

### Mandate

- *Prepare a "CMS Communications Plan" to address the CMS communications needs (internal and external), with the goal of improving CMS operations, collaboration efficiency, and public profile. **First draft plan is attached to agenda -- please give feedback***
- *Revise, replace, or adopt existing or new communications systems to meet the needs expressed in the "CMS Communications Plan"*
- *Continually operate, maintain, and improve the CMS Communications systems to meet evolving needs.*

# CMS Communications Group

## **1. Communications Infrastructure**

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- 1.1 CMS Centres Worldwide
- 1.2 Video-conferencing
- 1.3 CMS Live Displays

## **2. Information Systems**

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- 2.1 Collaboration Web and DB services
- 2.2 Information / communications tools
- 2.3 Document Management System
- 2.4 Publications & Conf. Mgmt. Systems

## **3. Outreach and Education**

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- 3.1 Outreach publications
- 3.2 Exhibitions and visits
- 3.3 CMS Shop
- 3.4 Education

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**Coordinator: L. Taylor**

-Need ~ 3 FTE (have ~ 1 FTE)

### Immediate actions

- 1.1 CMS Centres Worldwide
  - Hire computing support person as foreseen in M&O budget.
- 1.2 Video-conferencing
  - LHC-wide evaluation of Vidyo, a commercial tool similar to EVO
- 1.3 CMS Live Displays
  - Review content of the CMS-TV “Web channels” prior to 1st beam
  - Increase number of public displays at P5 and CMS Centre
  - Ensure live event display feeds (images) are available

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## Coordinator: TBD

- Need ~ 6 FTE (have ~ 3 FTE)

## Immediate actions

- Identify technically-experienced coordinator (full-time and at CERN)
- 2.1 Collaboration Web and DB
  - Define strategy and architecture then improve systems AND the content
- 2.2 Information / Comms. Tools
  - Standardise, simplify, integrate
- 2.3 Document Management System
  - Strategy. Implement with CERN and others. Fill with key content.
- 2.4 Publications & conference management systems
  - Support for TDR, CADI, CINCO

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## Coordinator: D. Barney

- Need ~ 5 FTE (have ~ 2 FTE)

## Immediate actions

- Hire replacement for E. Gibney
- Attempt a cost-benefit analysis

### ■ 3.2 Exhibitions and visits

- Seeking industry sponsorship for a new “Discovery Centre” at CMS Centre@CERN

### ■ 3.4 Education

- Need to bring in new CMS people (faculty) – long term
- Work closely with non-CMS groups (e.g. Masterclasses ...)

Top priority is media event for “First High Energy Collisions”

# “First High Energy Collisions” Media Event

- CERN will send out short Press Releases for
  1. Restart of the accelerator
  2. First low energy collisions (beams of 450 GeV)
  3. World record beam energy (1 TeV beams but no collisions)
  
- Major CERN media event for collisions at 7 TeV
  - Now looking likely for about the end of Jan 2010
  - Up to about 200 media organizations at CERN (~20% are TV)

# “First High Energy Collisions” Media Event

- CMS Control Room
  - Off limits for press
  - Video stream (Webcast) to CMS Centres and Press
  - Live event display stream for CMS and selected images for the press
- CMS Centre @ CERN
  - Focal point for TV at CERN
  - Physicists working, video screens, live event displays
  - Interviews with CMS people
- CMS Centres Worldwide
  - Can receive video stream and live event displays from CERN
  - CERN strongly encouraging local press events



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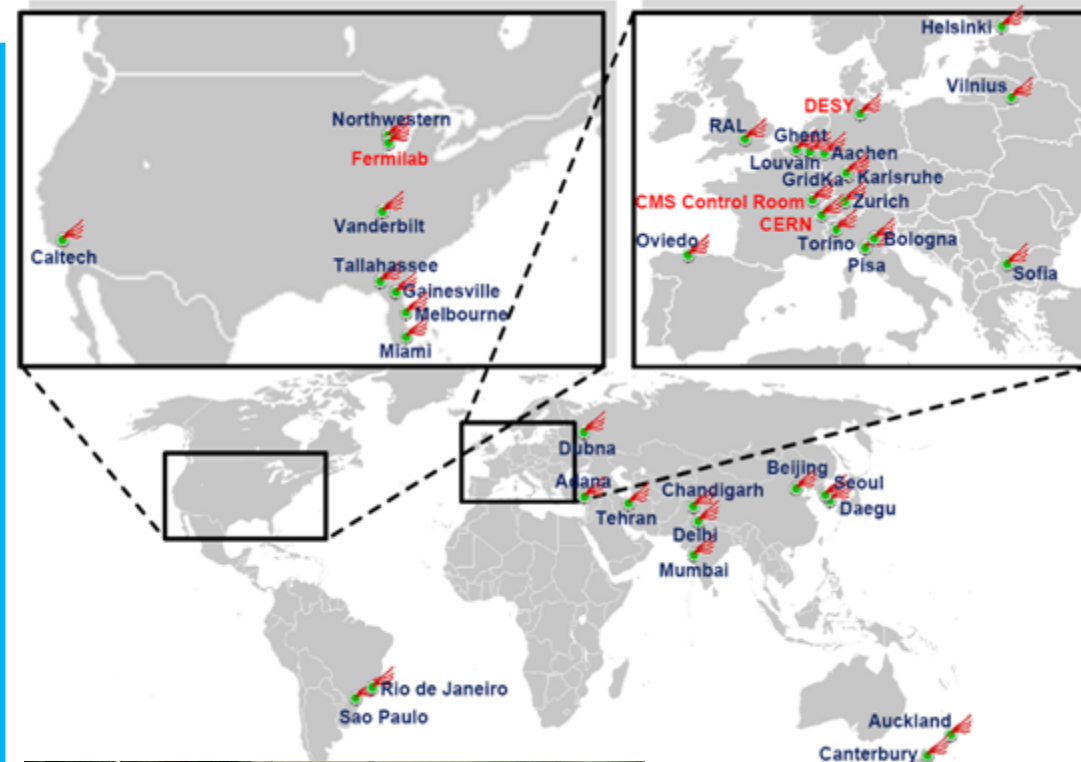
Support up to 4  
TV crews at  
same time as  
well as written  
press





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**Contact L. Taylor  
if interested**

# Please give me your feedback on

- **\*\*\*Draft\*\*\* CMS Communications Plan**  
- attached to Indico agenda
- **\*\*\*Draft\*\*\* CERN Communications Plan**  
- attached to Indico agenda
- **“First High Energy Collisions” media event**

...and anything else to do with CMS Communications