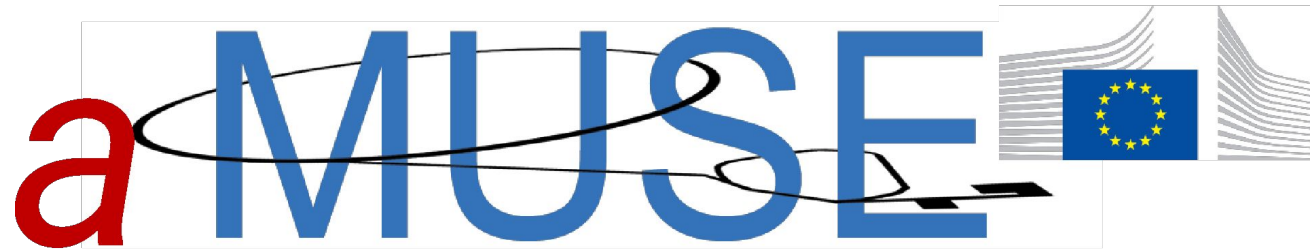


aMUSE



WP5: Communication and outreach

Giorgia Burzachechi (Frascati Scienza)

Outline

- Task 5.1 and 5.2
 - Plan vs Execution
- Task 5.3
 - Plan vs Execution
- Task 5.4
 - Plan vs Execution
- Task 5.5
 - Plan vs Execution
- Task 5.6
 - Plan vs Execution

- Future plans
- Challenges and difficulties
- Status of Secondments for FS

Task 5.1 and 5.2 - Plan

aMUSE Workshop and open days (Task 5.1 and Task 5.2)

Plan:

The target of these 2 tasks is to spread aMUSE goals and results to secondary schools and university students and to general public opening our labs, preparing posters and through hands-on outreach activities.

What we did up to now?

3 TARGETS FOR THIS TASKS:

General public

Secondary schools

University students

Task 5.1 and 5.2 – Open Labs

LNF Open Labs:

aMUSE young researchers met visitors during the 2022 edition of OpenLabs

More than 2000 people join LNF open labs and met our researchers, half of them from secondary schools

TARGET:
General public
Secondary schools



Task 5.1 and 5.2

14 June 2023, aMUSE outreach program for university students

TARGET:
University students

aMUSE outreach program for University students

Fermilab Muon Campus: a window to New Physics

14 June 2023





INFN – Laboratori Nazionali di Frascati

10:00 – Aula Salvini

- V. Nagaslaev (Fermilab)
“The Muon Campus Accelerator complex”
- M. Sorbara (Univ. of “Tor Vergata” and INFN)
“The Muon g-2 Experiment”
- F. Happacher (INFN LNF)
“The Mu2e experiment”

12:00 – LNF Mu2e laboratory
Tutors: E. Diociaiuti (INFN LNF)
D. Paesani (INFN LNF)

Register sending an e-mail to amuse_contacts@lists.infn.it

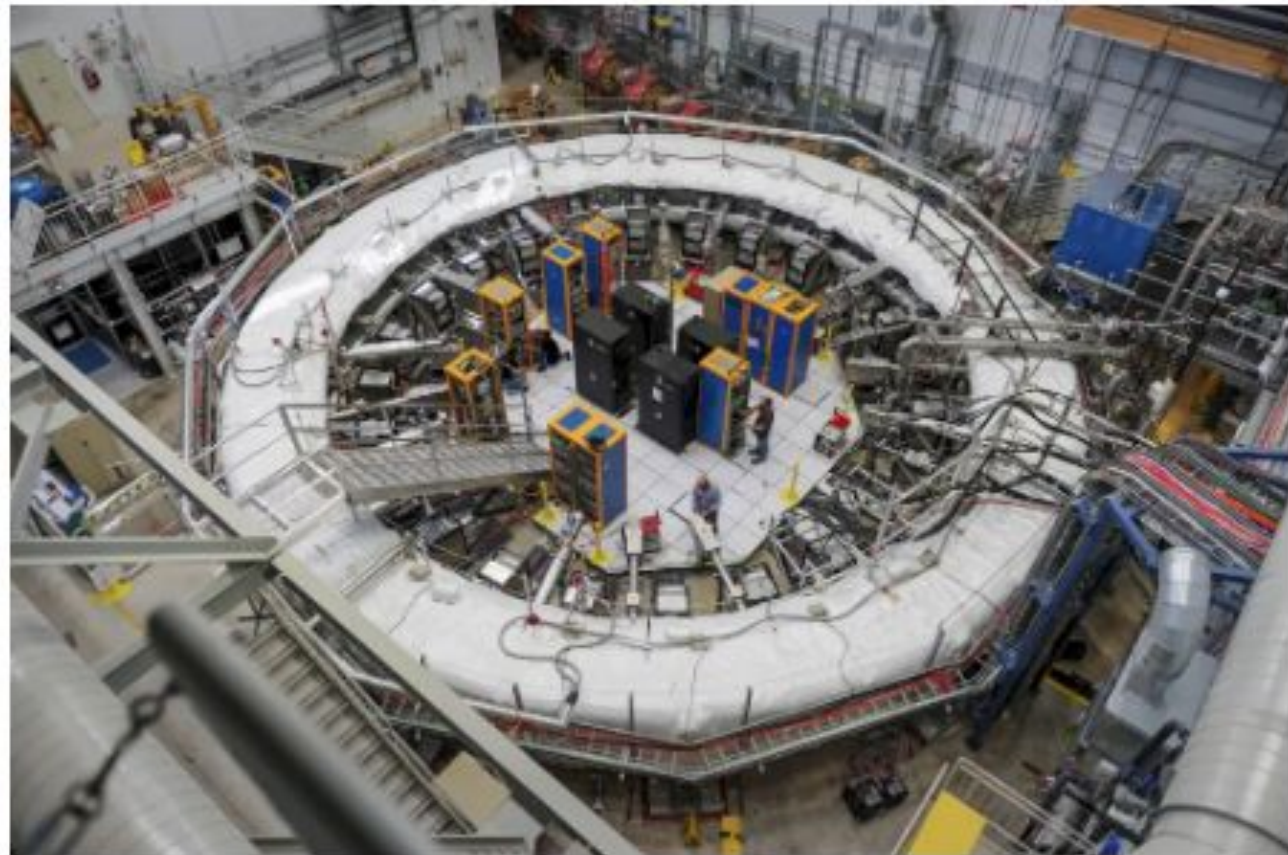


Task 5.1 and 5.2

LEIFI Talk

On June 20th, the aMUSE researcher S. Stockinger gave a public talk on the web platform “LEIFI Physics”, a resource for teachers and high school students. The Seminar was focused on the physics behind the anomalous magnetic moment.

TARGET:
High schools teachers
and students



Task 5.1 and 5.2 – EU NIGHT

European Researchers Night 2024 - LEAF

An EU corner has been created in Frascati hosting different EU funded projects to present their goals, partners and the EU funding opportunities.

The aMUSE space hosted various researchers that met people to present project results and opportunities. Some aMUSE researchers interviewed by Italian National Television

More than 9000 people in Frascati during the event

**TARGET:
Everyone!**



Task 5.3 - Plan

Task 5.3 «Annual Physics Meeting»

Plan:

The target of this three-day event is high school teachers. The goal is to give information on the recent advancements in the field of sub- nuclear and nuclear physics and detector developments. A special effort will be made to prepare experiments which involve the new detector components developed by aMUSE researchers.

What we did up to now?

**TARGET FOR THIS TASKS:
High school teachers**

Task 5.3 – Incontri di Fisica

Every year, INFN Frascati proposes a three-day training course for high school teachers which attend lectures on Modern Physics and are then organized in small working groups for an hands-on training under the guidance of INFN researchers.

In 2022 edition aMUSE researchers organized a working group on Particle Detection with Scintillating Materials and SiPM photosensors like in Mu2e calorimeter.

Before the laboratory measurements, there were introductory seminars on calorimetry, Mu2e and on the measurements planned for the hands-on activities.



Task 5.4 - Plan

Task 5.4 «aMUSE outreach and communication day»

Plan:

Frascati Scienza, like other aMUSE partners, organizes every year the National Day of “Giornalisti nell’erba” and other activities with students, teachers and general public. These events include lectures and laboratories on didactics and communication. During these events, specific activities will be organized to create a connection between the aMUSE scientific community and the general public to increase Science awareness.

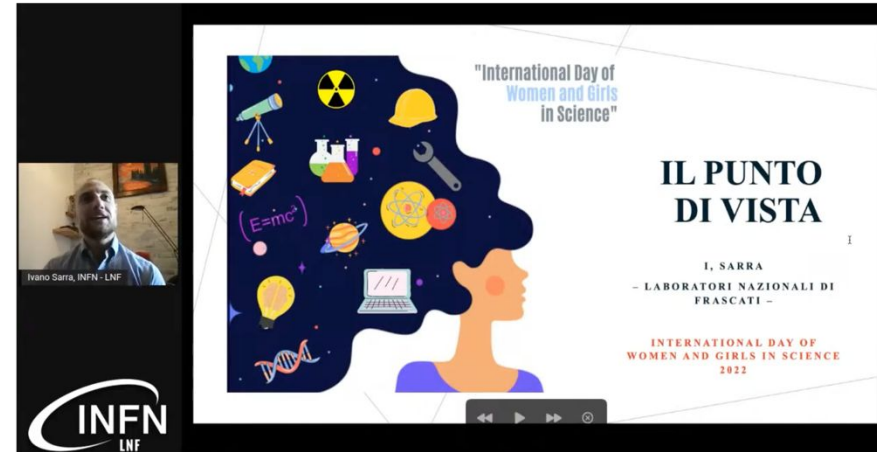
What we did up to now?

TARGET FOR THIS TASKS:
General public
Stakeholders

Task 5.4 – Public events

International day of women and girls in Science

For the 2023 edition created by INFN, 2 aMUSE researchers participated giving their point of view and discussing about gender parity in STEM.



INSPYRE 2023

International schools for secondary schools students organized by INFN Frascati.

In 2023 edition, with 100+ students from 10 countries, one aMUSE researcher present a talk on muons research in the framework of aMUSE with title: "Stranger things – The Muons"

Task 5.5 - Plan

Task 5.5 «Outreach website»

Plan:

Develop a public section of the aMUSE website, with a detailed description of the aMUSE project and with all the information adapted and available to the general public (directly connected with D7.7, «aMUSE website»).

What we did up to now?

Task 5.5 – Outreach webpage

- Public page created with address: <https://amuse.inf.infn.it/outreach/>
- Page updated with every event or action involving aMUSE researchers
- Each entry with description, date, time, venue and eventual online link



HOME

THE PROJECT

DISSEMINATION

OUTREACH

NEWS

PARTNERS

ORGANIZATION

CONTACTS



Outreach

June 14, 2023

[aMUSE training program for University students](#)

📍 Laboratori Nazionali di Frascati



March 29, 2023

[aMUSE @ INSPYRE 2023](#)

📍 Laboratori Nazionali di Frascati

E. Diociaiuti, aMUSE fellow, presents "Stranger things – The Muons" at INSPYRE 2023, the International School on modern Physics and REsearch. The talk covers an overview of the research fields based ...

Task 5.6 - Plan

Task 5.6 «Outreach online communication»

Plan:

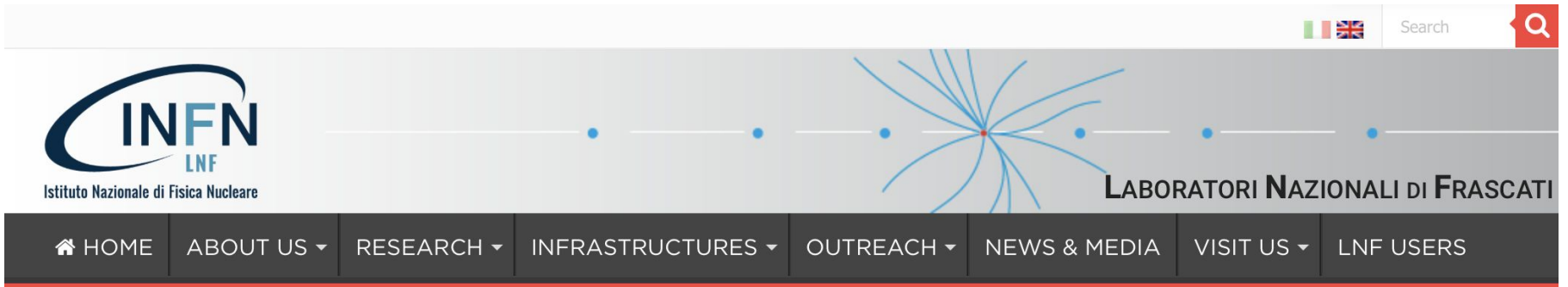
Two newsletters per year will be prepared including progresses, main results and general information on aMUSE activities.

Dedicated pages on social media networks open to the public will also inform on aMUSE activities.

What we did up to now?

Task 5.6 – Press releases

aMUSE Press Releases were published on institutional websites by: INFN, Padova, Sapienza, Frascati Scienza and JGU also in English



INFN
LNF
Istituto Nazionale di Fisica Nucleare

LABORATORI NAZIONALI DI FRASCATI

HOME ABOUT US RESEARCH INFRASTRUCTURES OUTREACH NEWS & MEDIA VISIT US LNF USERS

Home » News » aMUSE financed by the European Community

AMUSE FINANCED BY THE EUROPEAN COMMUNITY

9 September 2020 News



The Frascati National Laboratory of INFN leads for the second time an H2020-MSCA-RISE European project, whose goal is to promote international and intersectoral collaborations by means of secondments of personnel. The new project aMUSE (advanced Muon Campus in US and Europe Contribution), selected among the 408 proposals submitted to the European Commission, it is an advanced upgrade of MUSE, 2016–2019. The total funding is of 1.9 MEuro, with 800 kEuro reserved to INFN. The Project will coordinate the activities of about 80 researchers from twelve European research institutes and industries participating to the search for New Physics in the muon sector and to the design of a new generation muon accelerators in high-profile US laboratories (Fermilab, BNL, SLAC).

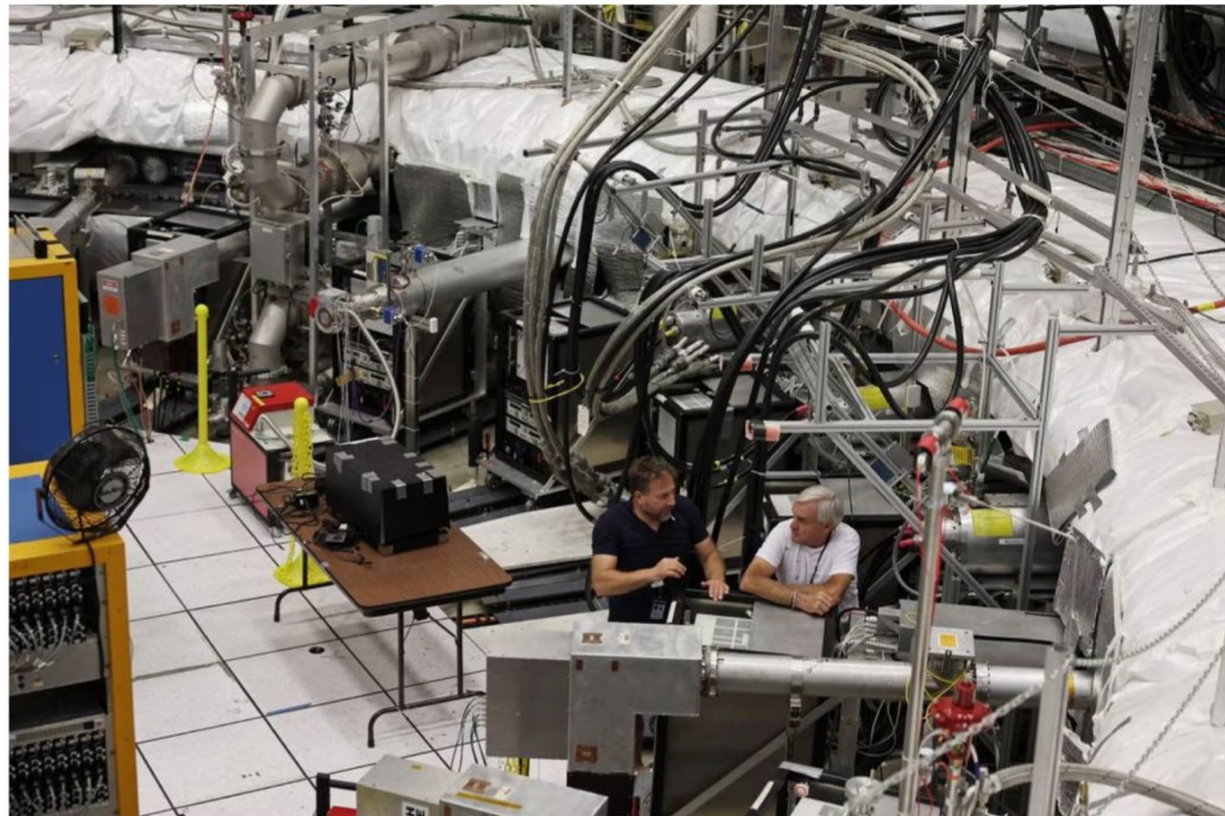
The project involves the two Fermilab Muon Campus Experiments: Muon (g-2) and Mu2e.

Task 5.6 – Newsletter

Chicago Tribune

10 August 2023

INFN technicians in
secondment for the
aMUSE project
featured on the
Chicago main
newspaper

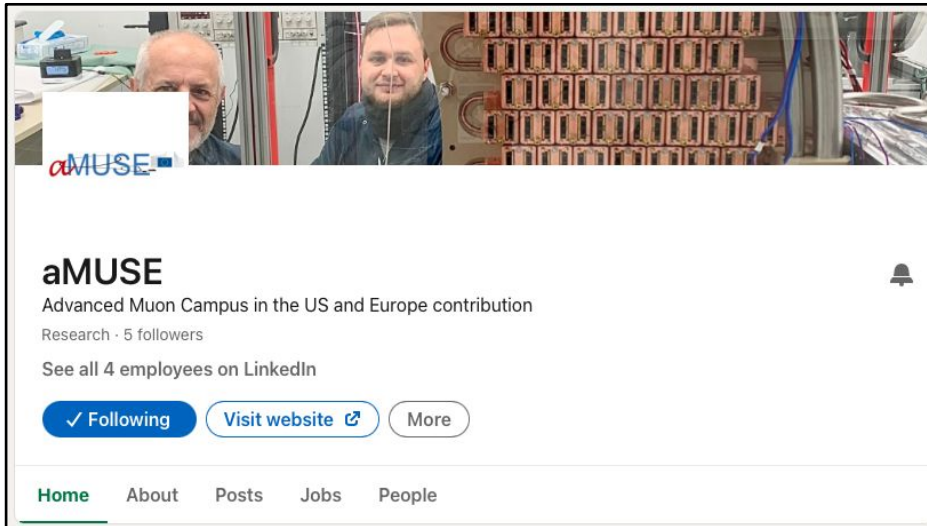
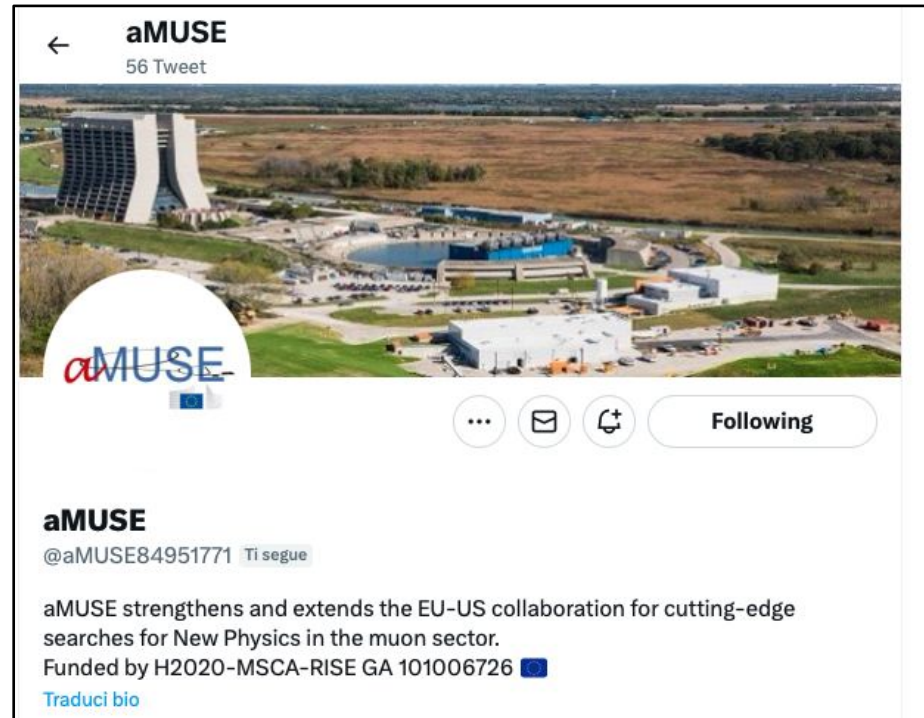


Task 5.6 – Social Profiles

aMUSE has a **X** profile:

@aMUSE84951771

all events are shared as they are uploaded to the outreach and awareness sections of the website. Constant retweet with Mu2e Experiment profile and with researchers personal profiles.



aMUSE has also a **LinkedIn** profile:

<https://www.linkedin.com/company/amuse-mu2e/>

Network largely used for professional activities reposting multimedia contents

Task 5.6 - YouTube

Some videos have been recorded to present aMUSE project, the experiments and the researchers. Videos were uploaded to INFN-Frascati YouTube channel (30.000+ subscribers) and re-posted in all online channels.

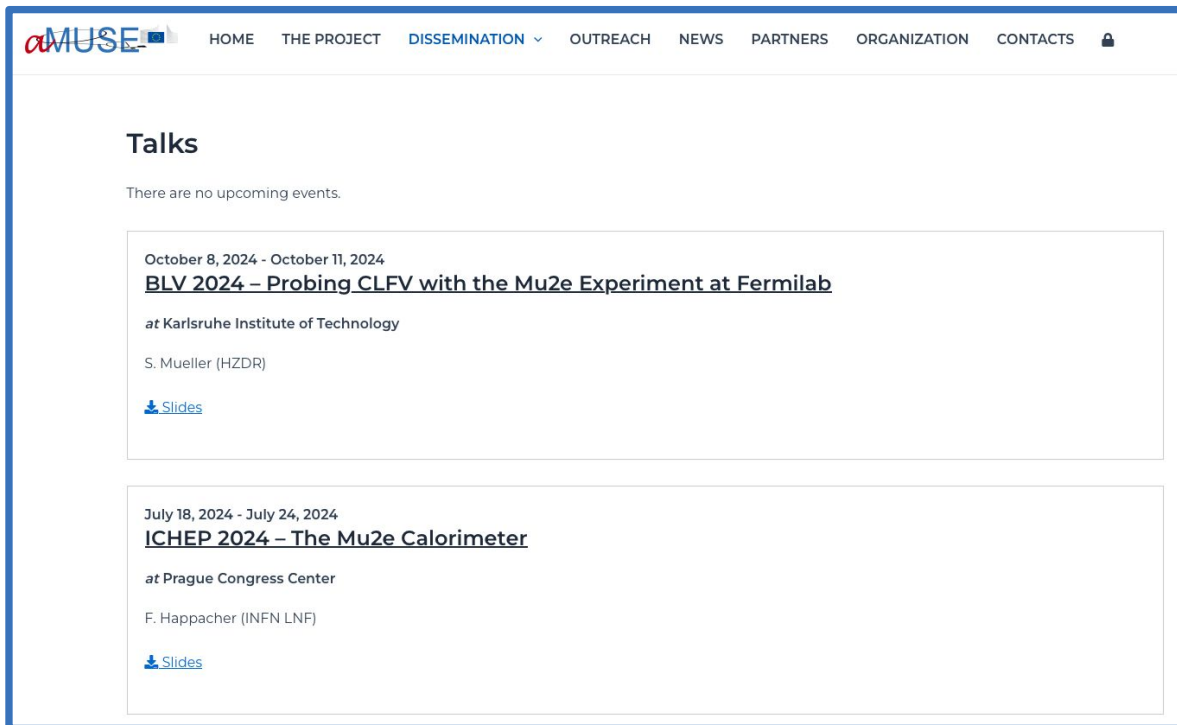


Task 5.6 – Dissemination page

A dedicated page for Dissemination activities has been created and regularly updated on the aMUSE website:

<https://amuse.inf.infn.it/talks/>

All events are published also on our social profiles to increase views.



The screenshot displays the 'Talks' section of the aMUSE website. The navigation bar at the top includes 'HOME', 'THE PROJECT', 'DISSEMINATION', 'OUTREACH', 'NEWS', 'PARTNERS', 'ORGANIZATION', and 'CONTACTS'. The main heading is 'Talks', followed by the text 'There are no upcoming events.' Below this, two event listings are shown:

- October 8, 2024 - October 11, 2024**
BLV 2024 – Probing CLFV with the Mu2e Experiment at Fermilab
at Karlsruhe Institute of Technology
S. Mueller (HZDR)
[Slides](#)
- July 18, 2024 - July 24, 2024**
ICHEP 2024 – The Mu2e Calorimeter
at Prague Congress Center
F. Happacher (INFN LNF)
[Slides](#)

Future plans

Dividing by tasks:

- Task 5.1: INFN Open Labs, summer school, etc. **TO BE IMPROVED**
- Task 5.2: 2024 edition of EU Researchers Night in September was a great success with aMUSE researchers interviewed by Italian National TV; **NEW EDITION IN 2025**
- Task 5.3: Incontri di Fisica **TO BE REPEATED**
- Task 5.4: involvement of aMUSE researchers in various public events organized by project partners **TO BE IMPROVED**
- Task 5.5 and 5.6: outreach section of the website and social profile updated regularly.

The majority of these activities are proposed annually and aMUSE participation must be replicated every year while new opportunities must be added regularly.

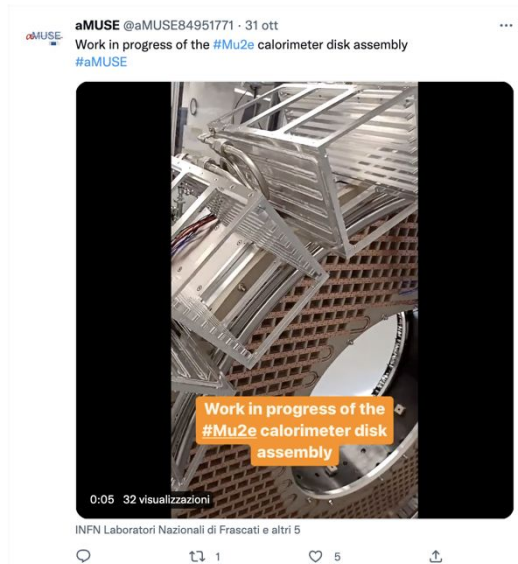
Challenges and difficulties

As Frascati Scienza we strongly ask all partners to send regularly updates, videos and news to be published on website, social networks and YouTube channel.

We prepared detailed instructions to record your videos and to send them to us for publication (lengths, camera orientation, audio and video quality are fundamental to grab people attention on social network).

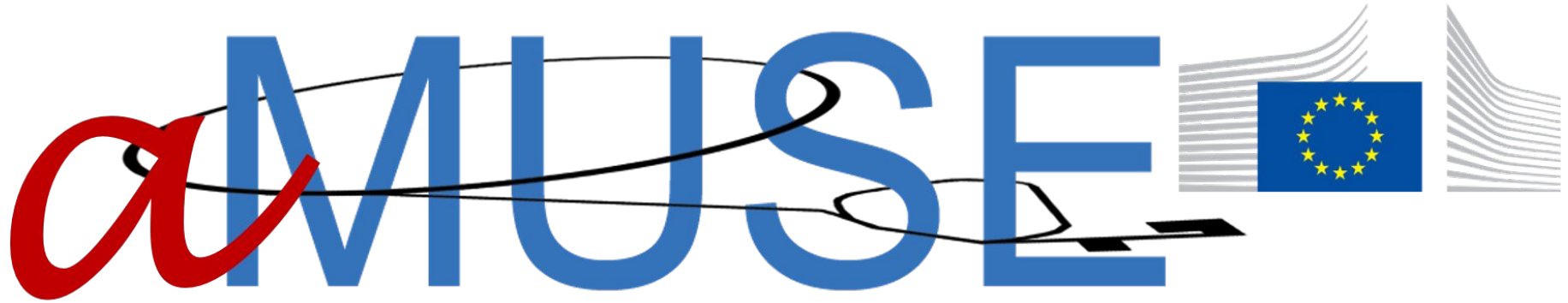
In the last year we strongly implemented contents from g-2 and Muon Collider.

PLEASE SEND US EVERY MATERIAL AND NEWS TO INCREASE SOCIAL ACTIVITY!!



Status of secondments for FS

- **Communication** activities (**WP5**) foresee 4 secondments of Frascati Scienza to FNAL, whose Science Education Office has outstanding programs both for students, from prekindergarten to graduate school, and for the general public, with cutting-edge ideas in science, education and teacher developments, thus raising science literacy.
- Up to now, no secondments has been started because we preferred setting up a large number of initiatives, both online and offline, before starting these collaborations.
- **Now, since we can trust on an important number of outreach and communication activities that cover different targets (students, university, teachers and public) we aim to start our secondments asap in order to start new collaboration with FNAL for aMUSE activities.**



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