



## Engaging audiences

Rae Moss

Community Advisory Board Meeting

28 March 2024

# Great Things Done by Great People

[Silvia Zorzetti receives DOE Early Career Award for her quantum research](#)

Zorzetti's research aims to help preserve quantum information by focusing on improvements to the way we transport it. The award provides \$2.5 million over the next five years to support her work.

# In the News

Fermilab's Wilson Hall open to the public

Researchers at Fermilab use electron beams to eradicate forever chemicals in water

Fermilab offers weeklong hands-on camp to educate and inspire students in STEM

Researchers at Fermilab develop electron beam accelerator to sterilize medical equipment

Inventors, creators and entrepreneurs honored at 2024 Inventor Recognition Ceremony

New measurement of cosmic distances in the Dark Energy Survey gives clues about the nature of dark energy

# Making News

## Excavation of colossal caverns for Fermilab's DUNE experiment completed

Feb. 1, 2004

The excavation of the caverns that will house the gigantic particle detectors of the Deep Underground Neutrino Experiment in Lead, South Dakota is complete. Final outfitting of the colossal caverns will begin soon and make way for the start of the installation of the DUNE detectors later this year.

**More than 500 media outlets worldwide!**

# Reaching Audiences through Video

Even Bananas – Why do neutrinos have mass?

→ 69,000 views; more than 350 comments (1 week)

Don Lincoln – The worst prediction in physics

→ 325,000 views 1,450 comments (2 weeks)

Don Lincoln – Deep dive into know forces

→ 279,000 views; 1,300 comments (1 month)

Introducing the Quantum Garage at the SQMS Center

→ 15,000 views; 50 comments

# 2<sup>nd</sup> Quarter Report

- Press releases
- Lab news
- People/Awards
- Videos
- Articles in Symmetry Magazine
- Local, regional, national and international media coverage