

July 25, 2025

# Summer Highlights

**Rae Moss**

Sr Director of the Office of Communications



U.S. DEPARTMENT  
of **ENERGY**

Fermi National Accelerator Laboratory is managed by  
FermiForward for the U.S. Department of Energy Office of Science



# We had a busy month!





# Summer Highlights

## US Secretary of Energy Chris Wright visits Fermilab

- Witnessed fundamental sciences and discovery, including cutting-edge fields like artificial intelligence and quantum information science
- Toured one of the laboratory's five particle accelerators
- Learned more about Fermilab's flagship project, the Deep Underground Neutrino Experiment





# Summer Highlights

## Annual Users Meeting and New Perspectives event

- The 58<sup>th</sup> Annual Users and Affiliates Meeting was a great success
  - 419 attendees
- Early career researchers presented their work with peers at the New Perspectives Meeting
  - 167 attendees



# Summer Highlights

## FERMILAB NEWS

### Fermilab mourns the passing of John Peoples, third director

John Peoples passed away on June 25, 2025. He was the third director of Fermilab, remembered as a prolific physicist and a hands-on leader.

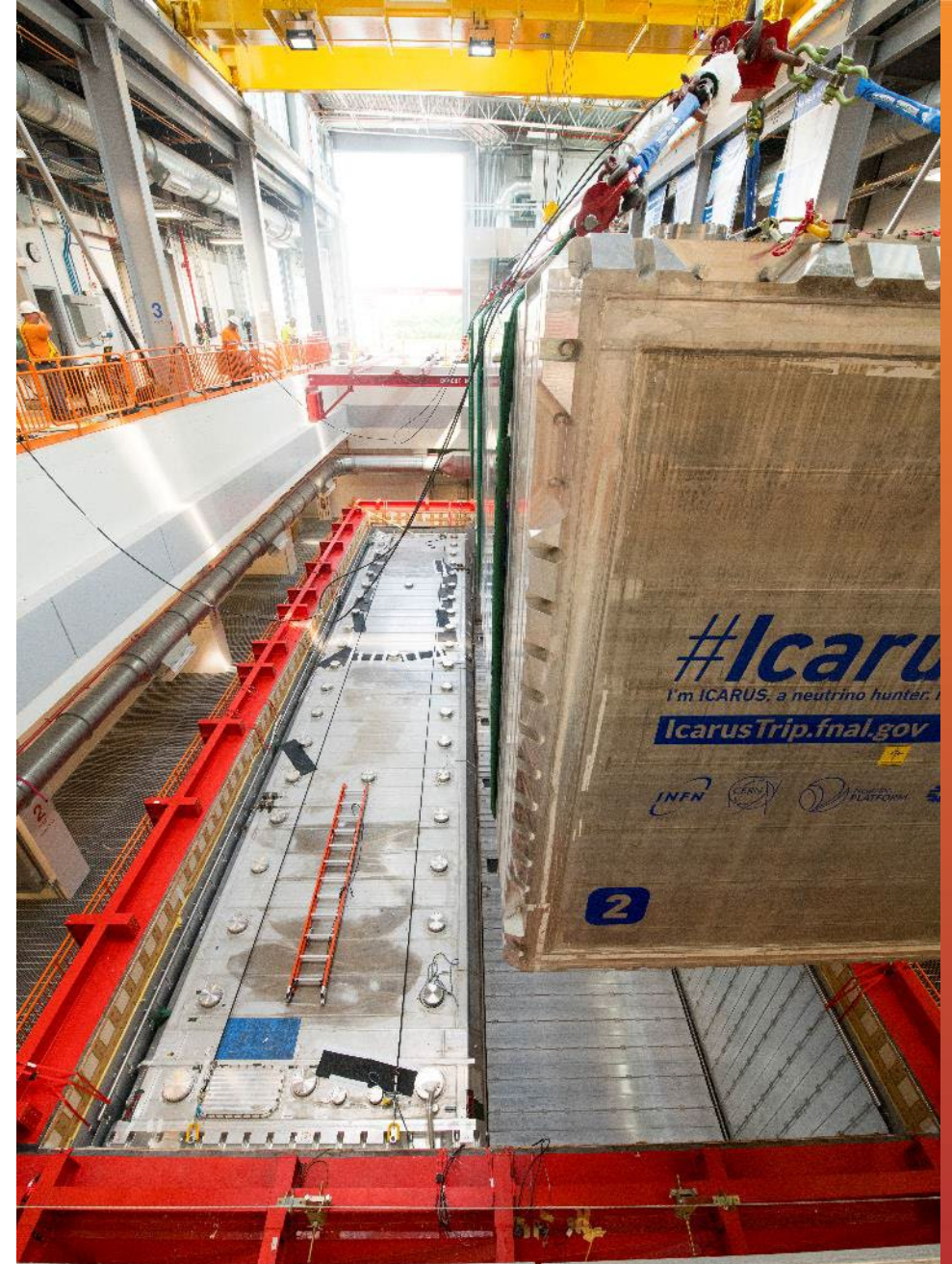




# Summer Highlights

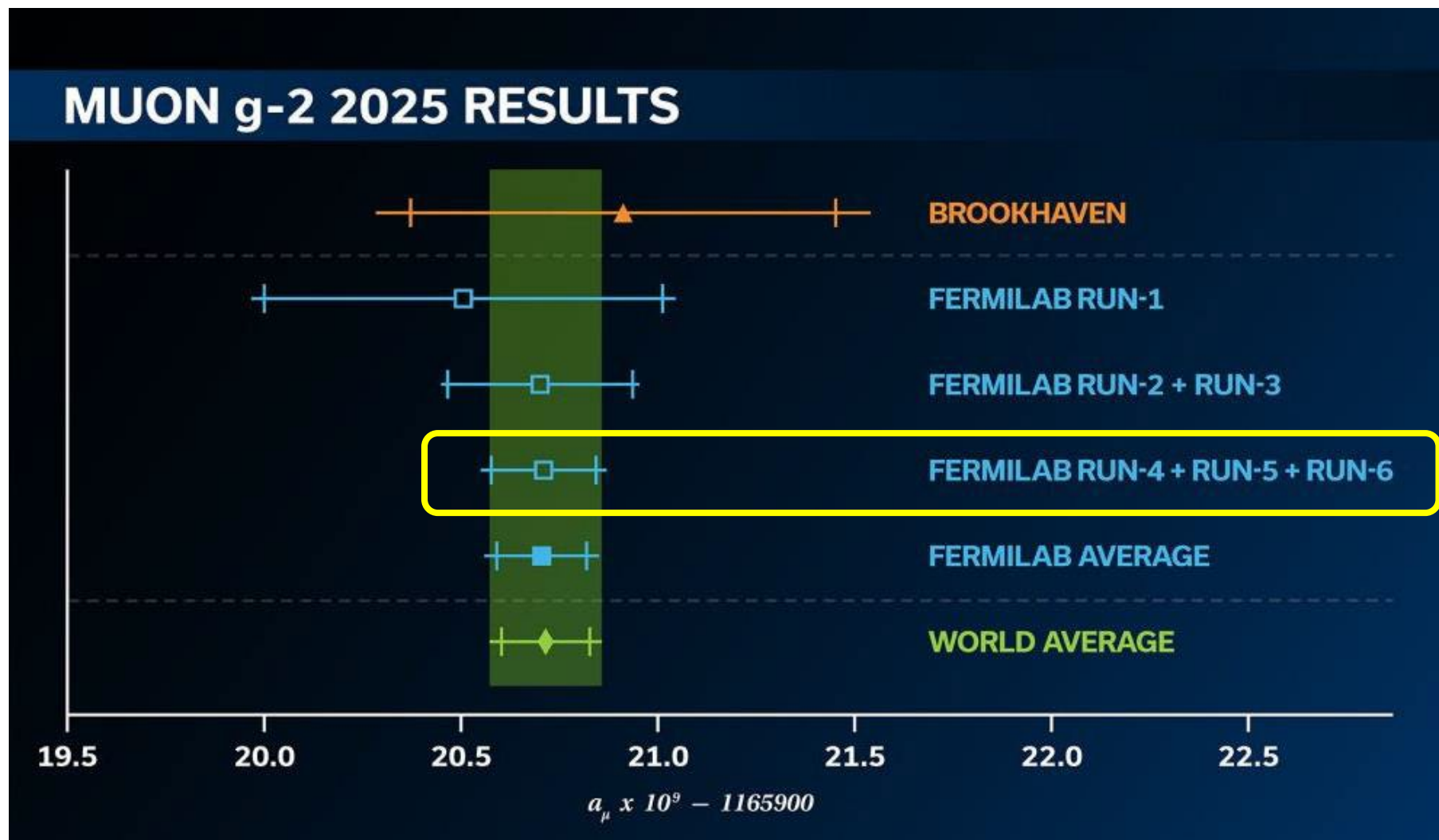
## International Photowalk Contest

- Over 25 photographers from around the world are coming to Fermilab Saturday
- Photographers will capture behind-the-scenes shots of Fermilab's scientific research
- Site winners entered into international competition
- Entries will be exhibited in the gallery this September





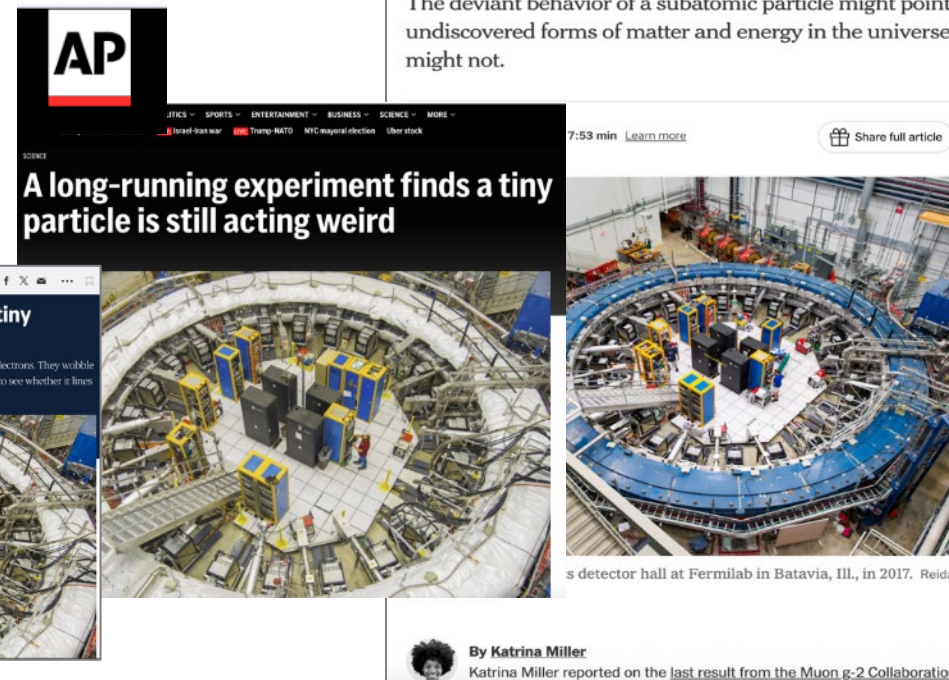
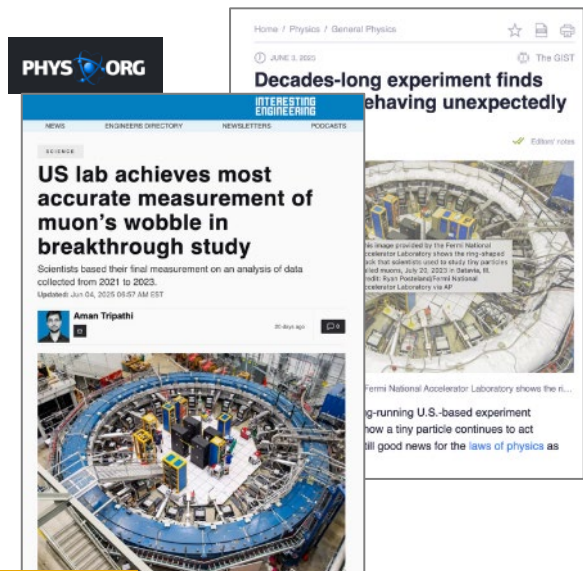
# Muon g-2 collaboration unveiled their final results





# Muon g-2 media coverage

- 893 media mentions/stories during this period
- Reach of potential readers: 1.72 B



ScienceNews  
INDEPENDENT JOURNALISM SINCE 1921

Time period:  
June 3-23, 2025



# Summer Highlights

Top stories — [news.fnal.gov](https://news.fnal.gov)

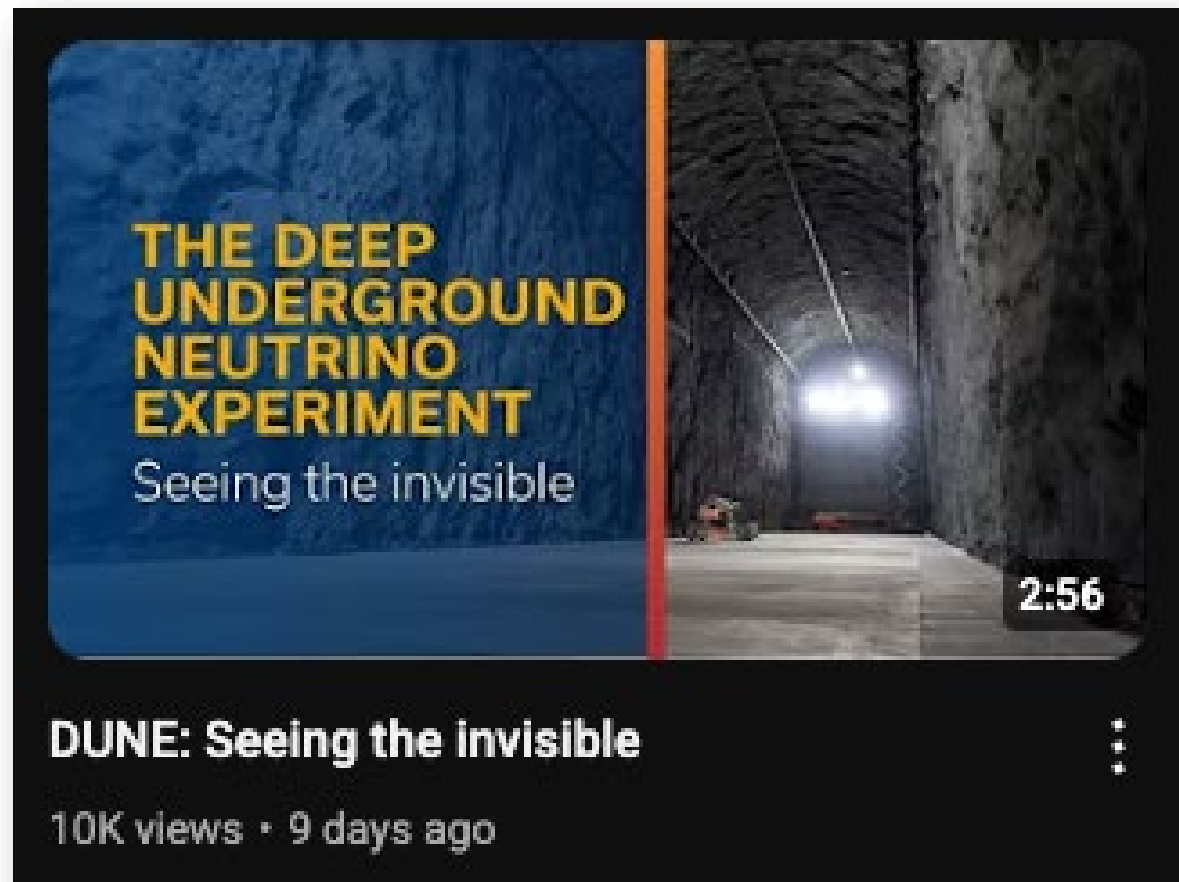
- **Muon g-2 announces most precise measurement of the magnetic anomaly of the muon**
  - 18,600 views
- **Scientists advance their vision for a muon collider**
  - 1,900 views
- **Fermilab mourns the passing of John Peoples, third director**
  - 1,200 views
- **Fermilab innovators earn six patents for groundbreaking technologies**
  - 1,000 views
- **Argonne and Fermilab receive \$3.2M in federal funding for nuclear transmutation technology**
  - 871 views

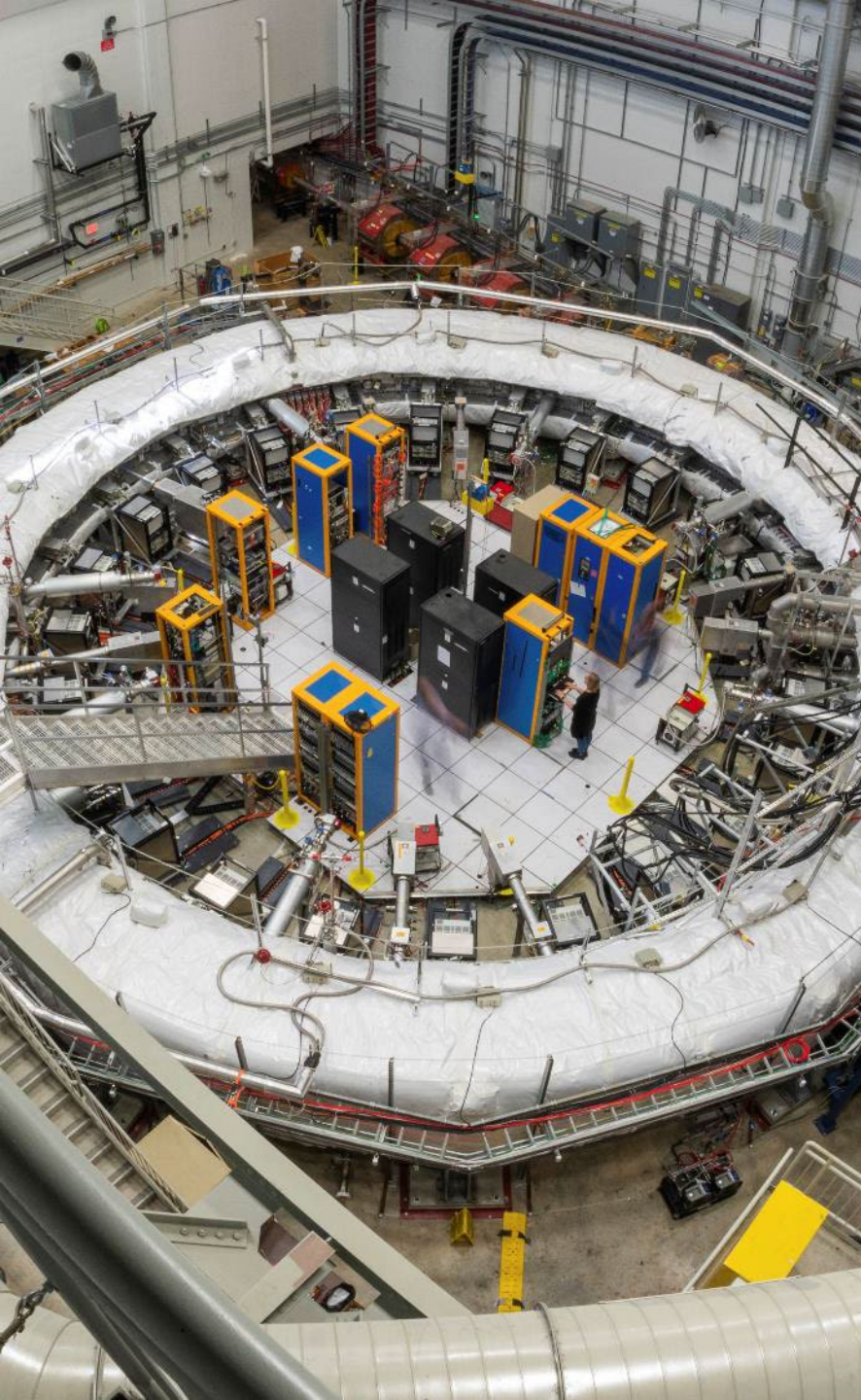




# Summer Highlights

We shared science through our YouTube





# Muon g-2 social media campaign

- campaign received over 750k impressions
- YouTube result video has 57k views
- YouTube science seminar has 13k views
  - Livestream ~5k views

# WE

# DRIVE



## #DOENationalLabs social media campaign

- June 16 to July 4
- Over 50k views
- Highlighted:
  - DUNE
  - PIP-II
  - SQMS
  - Accelerator science and technology



# NSF-DOE VERA RUBIN OBSERVATORY

## Data Management

# Vera C. Rubin Observatory

Celebrated the NSF-DOE Vera C. Rubin First Look with three videos highlighting Fermilab's role

- Videos published June 23
- Topics: Data management, data processing, and survey strategy
- Over 40k views



# Secretary of Energy visit

## Social media and the Secretary





# 25<sup>th</sup> anniversary of DONUT and the tau neutrino



Fermilab @Fermilab · Jul 21

Twenty-five years ago, there was a hole in the Standard Model. And on July 21, 2000, an experiment called DONUT filled it. (1/)



1

16

59

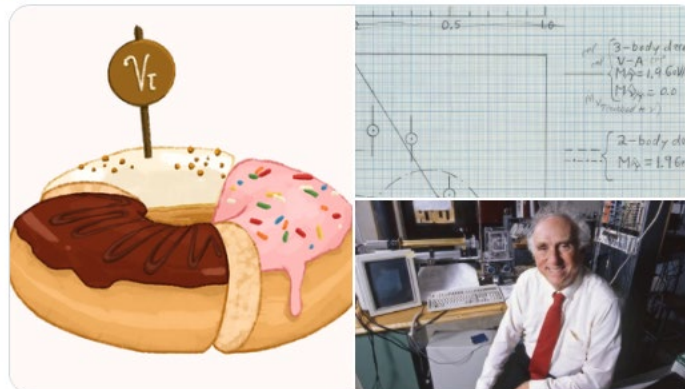
5.6K



SLAC @SLAClab · Jul 21

#OTD 25 years ago, the DONUT collaboration at @Fermilab detected a tau neutrino for the 1st time!

But a discovery 25 years prior (by physicist Martin Perl at SLAC) made it possible - alerting the field to the existence of this most elusive particle: [bit.ly/4IMQiyw](https://bit.ly/4IMQiyw)



11

23

2.3K



You reposted



Secretary Chris Wright @SecretaryWright · Jul 21

25 years ago today, the DONUT collaboration @Fermilab made the FIRST-ever direct detection of tau neutrino interactions. The elusive tau neutrinos discovery unlocked the potential of new physics.

Our National Labs' discoveries are constantly advancing us!



166

849

100K



# Top posts by views

 **fermilab**  
Thu 6/5/2025 11:06 am CDT

This week, the Director-General of @CERN, Fabiola Gianotti, visited Fermilab! Gionotti toured some of the labs at Fermilab that...



Views 151,604



Collab post with CERN, CMS and DUNE

 **Fermi National Accelerator Laboratory**  
Tue 7/15/2025 3:41 pm CDT


#DidYouKnow that PIP-II will power the world's most intense high-energy neutrino beam for the Deep Underground Neutrino...



Impressions 79,590

 **@Fermilab**  
Tue 6/3/2025 11:00 am CDT

We're thrilled to share the final result from the Muon g-2 experiment at Fermilab! 🎉  
👏 This long-awaited value wil... [#gminus2](#)



Impressions 74,884