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ATLAS Public Outreach - Content, Platforms and Strategy of ATLAS Education & Outreach

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The ATLAS Education & Outreach program supports a wide variety of projects designed to communicate the goals and accomplishments of the ATLAS Experiment to the general public. Essential to the implementation of these projects are a well structured and current communication plan, an active core group with diverse expertise, and an engaged and imaginative collaboration. We present a small sampling of current projects, describe their goals, messages and target audiences, and then discuss how the Outreach program is supporting these projects. Detailed descriptions of the projects are presented separately in the accompanying poster session.

Summary

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