

Communications Status – Report to the SURF Community Relations Committee – Fall 2025

- Comms supported successful Deep Roots / Deep Talks events though the summer including, Tawney Brunsch, Executive Director of Lakota Funds, the Čhaŋgléška Wakháŋ events at Neutrino day and the Open House and Ice Cream Social in August, Mary Bordeaux on Lakota Epistemologies and Creative Practices.
- Neutrino Day saw a record number of guests on July 12, 2025. Additionally, we increased activities, added Čhaŋgléška Wakháŋ as an experience and had entertainment, speakers, and hands-on learning across the city. Both community partners and sponsor number increased this year, making a significant impact on the event.
- SURF communications intern Ollie Langley-Peterson completed a successful internship with the team and gained experience in writing, event planning and public relations. Some of Ollie's articles were picked up by the Black Hills Pioneer and other outlets.
- This summer, team members focused on gathering interviews and video/audio content from our interns, Davis Bahcall Scholars, and Institute program participants. The new content will be used for updating existing video content, building new content, social media content and articles.
- Communications is continuing to promote Marty Two Bulls Jr. art gallery exhibits at the Washington Pavillion via SURF social media channels.

Community Outreach/Media/Site Visits/Presentations

- June 10-13, 2025, email correspondence plus a Q&A, with Physics Today on conference attendance
- June 24, 2025, underground media tour with Will Warasila photographer with the New York Times and multiple local outlets including South Dakota Public Radio, Black Hills Pioneer, and the Rapid City Business Journal.
- June 27, 2025, South Dakota State University press interview with Mike Headley at the 4850 Level.
- June 27, 2025, Interview with Saras Morgan at the Black Hills Pioneer and Mark Hanhardt, Alex Geffre on UNSAD project.
- June 30, 2025, Interview with Sara Morgan of Black Hills Pioneer and Bill Denke SURF Hoist operator
- July 11, 2025, South Dakota Public Radio live pre-Neutrino Day Broadcast from the 4850 Level including four interviews.
- July 12, 2025, a total of ten separate Neutrino Day interviews both at the event and pre-interviews before. Multiple local outlets including radio, TV, and print media covered.
- July 29, 2025, New York Times Will Warasila return trip to capture photos inside the copper electroforming laboratory
- July 31, 2025, Black Hills Pioneer interview with Sara Morgan and Marcus Horn.
- Aug. 19, 2025, email correspondence with Wendy Pitlick of the Black Hills Pioneer for an article.
- Aug. 22, 2025, SURF Photowalk with eight local / regional photographers on the 4100 Level and 4850 Level of SURF.
- Sept. 10, 2025, Interview with KOTA-TV Meteorologist Ryan Hill on lightning safety at SURF.

Commented [CR1]: I can't remember if we add Deeper Talks / Deep Talks / Deep Roots to this?

Supported or compelled these community outreach/media/site visits and/or presentations

- June 18 – Deep Roots - Tawney Brunsch, Executive Director of Lakota Funds
- June 22 – Media visit to SURF for National, etc.
- July 8 – Mike Ray presented to SDSM&T alumni visiting SURF for the school reunion
- July 12 – Neutrino Day with multiple outreach and media interviews
- July 21 – Mike Ray presented to Kiwanas in Lead
- August 21 – Čhaŋgléška Wak'háŋ Open House and Ice Cream Social
- September 10 – Mike Ray presented to the International Legislator's Forum in Lead
- September 24 – Deep Talks - Mary Bordeaux,

Video, Web, Graphics

- [Deeper Talks: March](#)
- [Deeper Talks: April](#)
- [Deeper Talks: May](#)
- [Deep Talks: May](#)
- [Deep Talks: April](#)
- [Deep Talks: March](#)
- [Interactive landing page](#)
- [Key Note presentation deck](#)
- [Physics photowalk plans announced](#)

Online and Social Media Performance

- 522,028,038 impressions
- 52,891 engagements
- 951 new followers

News Coverage

- Our media tracking platform, Meltwater, shows SURF received 818 media mentions between May 29, 2025 and Oct. 10, 2025. The platform calculates this media coverage has an advertising value equivalency of \$10.8 million.
- The top national and international media outlets covering SURF includes MSN, Yahoo News, India.com, Forbes, Springer, the Associated Press, and Nature.
- Major stories include coverage of Neutrino Day, DUNE, CUSSP, LUX-ZEPLIN, and other local news stories.
- Multiple interviews and news stories were completed with media, including the KOTA-TV, SDPB, 605 Magazine, B.H. Pioneer, and others.
- The top social media posts about SURF included an article on the construction of components for DUNR with a reach of 79,000 people.
- The top news story by the Yahoo News on DUNE had a reach of 1.95 million people with an advertising value equivalency of \$1.95 million.

A sampling of the some of the press releases on SURF since June 1, 2025.

- **The future of quantum might just be underground**, June 10, 2025,
<https://sanfordlab.org/news/future-quantum-might-just-be-underground>

- **Particle physicists from around the world converge on SURF to build collaborations at the annual CETUP* workshop**, June 16, 2025, <https://sanfordlab.org/news/particle-physicists-around-world-converge-surf-build-collaborations-annual-cetup-workshop>
- **Local photographer captures physics history in the Black Hills**, June 23, 2025, <https://sanfordlab.org/news/local-photographer-captures-physics-history-black-hills>
- **America's Underground Lab celebrates annual Neutrino Day free, citywide science festival July 12th**, July 8, 2025, <https://sanfordlab.org/news/americas-underground-lab-celebrates-annual-neutrino-day-free-citywide-science-festival-july>
- **The Institute at SURF helps build quantum research collaboration at summer workshop**, July 25, 2025, <https://sanfordlab.org/news/institute-surf-helps-build-quantum-research-collaboration-summer-workshop>
- **CASPAR achieves first plasma milestone on path to restart**, July 31, 2025, <https://sanfordlab.org/news/caspar-achieves-first-plasma-milestone-path-restart>
- **Previous Davis-Bahcall Scholar returns to Black Hills State Underground Campus at SURF**, Aug. 6, 2025, <https://sanfordlab.org/news/previous-davis-bahcall-scholar-returns-black-hills-state-underground-campus-surf>
- **NSF Awards \$7 Million to South Dakota to Launch Ge-STAR, a Germanium Research Initiative involving SURF**, Aug. 7, 2025, <https://sanfordlab.org/news/nsf-awards-7-million-south-dakota-launch-ge-star-germanium-research-initiative-involving-surf>
- **Masters of the Slung Load**, Aug. 21, 2025, <https://sanfordlab.org/news/masters-slung-load>
- **SURF Completes 3650 Level pump room overhaul in first phase of dewatering system upgrade**, Aug. 28, 2025, <https://sanfordlab.org/news/surf-completes-3650-level-pump-room-overhaul-first-phase-dewatering-system-upgrade>
- **Donor Profile: Casey Peterson—rooted in South Dakota, reaching across the galaxy**, Sept. 12, 2025, <https://sanfordlab.org/news/donor-profile-casey-peterson-rooted-south-dakota-reaching-across-galaxy>
- **Chris Combs, SURF 2025 Artist in Residence, showcases work during October events**, Sept. 23, 2025, <https://sanfordlab.org/news/chris-combs-surf-2025-artist-residence-showcases-work-during-october-events>