

# lightsources.org: The Global Communication Portal for the Synchrotron Radiation Community

The lightsources.org Communicators Group

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## Introduction

lightsources.org ([www.lightsources.org](http://www.lightsources.org)) is the result of a collaboration among communicators from light-source facilities around the world [1]. The site serves as a clearing house for light-source-related news, educational material, and user-related information and is updated daily. It provides links to current light-source news from the world's press, high-resolution photos and graphics from light-source facilities around the world, links to education and outreach programs, information about science policy and funding, a conference calendar, and important facility-related information for light-source users.

## Methods and Materials

During SRI 2003, the collaboration proposed the lightsources.org project to facilities directors. After subsequent submission of a detailed plan, the directors approved the project, funding was obtained, and concrete development began, leading to the successful launch of lightsources.org. The Website (Fig. 1) was launched in February 2005 after more than a year of development by communications staff from light sources in North America, Europe, and Asia. Empowered by financial support from the sponsor facilities, lightsources.org serves as a tool for establishing effective communication about and among the world's light sources. A webmaster in the employ of the lightsources.org collaboration effects daily upgrades to the site in order to keep subscribers and visitors abreast of the latest news from and about light sources (including those facilities that are not formal members of the collaboration). News and other information are harvested via a wide range of search tools, as well as subscriptions to news release services from user institutions and other channels.

## Results

In February of 2005, the Web site was launched "cold" with no direct relationships to any other sites. Since its launch, traffic has increased significantly. In average visits/day:

### 2005

- July 345
- August 444
- September 378
- December 490



Fig. 1. The lightsources.org home page.

### 2006

- January 551
- February 621
- March 706

In March 2006, the site had 21,896 visits, up from 17,396 visits in February.

Google is the site's top referrer, with 3,345 hits in March. Top searches include "electromagnetic spectrum," "light sources," "advanced photon source," and "swiss light source."

Other key referrers include:

- Canadian Light Source home (201)
- ESRF News-lyr (160)
- NSLS Home (147)
- Elettra Home (144)
- NSLS Home (138)
- NSRRC English Websites (138)

Lightsources.org also offers a subscription news service (NewsFlash) which delivers to subscribers e-mailed press releases about light source science and newsworthy happenings (Subscribe at <http://www.lightsources.org/cms/?pid=1000069>), with >530 subscribers to date.