

Rubin Science Assembly

reminder to turn on recording

Date: 17 October 2024, 09:00am Pacific

Type: presentation Host: Melissa Graham

Science Community Participation in the Rubin First Look Media Events















What does "Rubin First Look" (RFL) mean?

It is the media and the public's "first look" at image products from the complete Rubin Observatory.

There will be:

- A press conference in Washington DC to unveil the RFL images.
- A big "media splash" with images appearing in newspapers and online.
- Virtual and in-person celebratory events worldwide.

RFL is not a scientific data release. The target audience is the media.

RFL is a massive effort that has been underway for a long time.

- Led by the Rubin Communications team and Director's office.
- Rubin First Look Public Announcement Strategy (rtn-083.lsst.io)



"Rubin First Look" Approximate Timeline

Late 2024: RFL Resource Preparation.

• The generic contents of the Press Kit will be available.

Early-mid 2025: LSST Science Camera installation and commissioning.

- All commissioning data are embargoed (accessible to commissioning team only).
- The RFL image products will be prepared (and only accessible) by a small dedicated team.

Three to four weeks before the RFL media event:

The date of the RFL press conference will be announced.

RFL media event day:

Embargo on the RFL images is lifted, RFL events proceed.

Additional virtual and in-person events might be held over the following days.



RFL vs. Early Science Data Previews

The **RFL media events** are targeted for a public audience, and are the release of "pretty pictures" from the LSST Science Camera to the media.

- This timeline is driven by the ability to make the pretty pictures.
- The "RFL images" will not be science-grade data products.

The **Rubin Data Previews** are targeted for scientists, and are the release of scientifically validated data products from the Commissioning Camera and the LSST Science Camera.

- This timeline is driven by scientific verification and validation.
- See Rubin Tech Note 011 (<u>rtn-011.lsst.io</u>) for details.
- The Data Previews will provide science-grade data products.

Speaker: Melissa



How might scientists participate in RFL?

(1) As a member of the public.

- Tune in to live feed(s) of the press conference.
- Join the discussion on social media.

We will go into the details in the next slides!

(2) As a scientist.

- Work with your institution's press office to highlight your future Rubin science.
- Host a live-stream of the press conference and other virtual events.
- Organize local talks or discussion panels on Rubin science.
- Join Rubin's RFL-related virtual events targeted for scientists.

(3) As a field expert / media contact for Rubin.

- Volunteer and participate in a virtual media training course.
- Rubin communications might connect you to media outlets.



The RFL Media Kit

Rubin Media Kit

- "Rubin-101" contents (i.e., non RFL-specific) available in late 2024.
- Key messaging, key numbers, graphics of the telescope and site, etc.

RFL Images

- Will not be available until the press conference.
- Will be added to the media kit, with text, on the day.

It is recommended to use the media kit's text and images where possible. Encouraged to combine it with content specific to you or your institute.

Consistency amplifies our message!



The RFL Media Kit Contents

Each section provides essential information, including key messages and relatable comparisons Sections below are part of the "Rubin 101" kit — Additional material specific to FL images will be added

- Rubin Observatory Overview
 - Mission/Funding/Naming
 - Who was Vera C. Rubin
 - Observatory site
 - Summit facility
 - Simonyi Survey Telescope
 - LSST Camera
 - Rubin data
 - Alert Stream
 - Education & Public Outreach

- Rubin Science Overview
 - What is the LSST
 - Key Science Areas
 - Dark matter/dark energy
 - Solar System inventory
 - Mapping the Milky Way
 - Exploring the Changing Sky
 - Rubin/LSST Science Collaborations
- Rubin Science "Deep Dives"
 (1-pagers on more specific science topics)
- Media Contact/Subject Matter Expert list



RFL Media Kit design previews

Sample page Cerro Pachón layouts: Rubin Observatory is located on Cerro Pachón, a mountain in the Andes mountain range. The Vera C. Rubin Observatory received its current name by an Act of U.S. Congress in December entire Cerro Pachdin area, including the Rubin Observatory site and the nearby Germini. South and 2019, and it was announced at the American Astronomical Society Winter Meeting in January SOAR telescopes, lies on a tract of land owned by the Association of Universities for Research 2020. Formerly named the Large Synoptic Survey Telescope (LSST), Rubin Observatory was the in Astronomy (AURA). Cerro Pachón is about 60 miles (000 kilometers) inland from the support town of La Serena, where the Rubin Observatory base facility is located. first national U.S. Observatory to be named after a woman. Cerro Pachón is also home to many different plant and animal species that have adapted to survive in the high, dry desert climate. Cacti, shrubs, and wildflowers frequent the landscape. Foxes and viscachas roam the hillsides and Andean condors swoop overhead. Cerro Pachón also hosts lizards, snakes, spiders, scorpions, and a range of insects. Cerno Pachón is in a seismically active region, with small earthquakes occurring regularly. For this reason, Rubin's telescope is directly mounted to a huge concrete pier embedded in the stable foundational bedrock of the mountain. As added protection from vibrations, the pier is a completely separate structure from the rest of the observatory building. As the telescope moved closer to becoming a reality, its name was changed to the Large Synoptic Survey Telescope (LSST). Construction of the observatory began on Cerro Pachón in 2015, after the project received funding from the U.S. National Science Foundation (NSF) and the U.S. Department of Energy, Office of Science (DOE/SC). The same year, scientists and engineers at SLAC National Accelerator Laboratory in California began developing the 3200-megapixel camera which would be at the center of the telescope. The size of a small car, this would be the largest digital camera ever built. In 2019, an act of the U.S. Congress renamed the nearly complete, state-of-the-art facility poised to define the next decade of ground-based astronomy and beyond: Vera C. Rubin Observatory honors a great America astronomer who advanced the field of astrophysics with her groundbreaking research on dark matter, and w worked to make science more accessible for everyone. The project subsequently named its amazing 10survey The Legacy Survey of Space and Time (LSST) in order to retain this now-familiar acronym alongside historic namesake of the observatory.



First Look momentum building on social media

Social media is a crucial tool for engaging the public directly

It is one of the only venues that enables two-way communication directly with the broader public!

Existing and ongoing

Products

- Videos, photos, collages, etc
- Social-media-ready assets with news releases

Efforts

- Regular construction updates
- Outreach to high-visibility creators
- Spanish translations (Instagram)
- Takeovers by Rubin scientists

In the works

Products

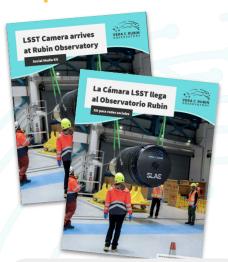
- More graphics/videos ready to use
- Social media kits for important milestones and results (see e.g. LSST Camera arrival [EN, ES])

Efforts

- Strategic planning and content for first light campaigns
- Creating content for you to share on your own channels

...and much more than can fit on one slide!

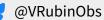
#CaptureTheCosmos #CapturarElCosmos







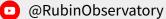






@rubin_observatory







The RFL Social Media Strategy

#CaptureTheCosmos **#CapturarElCosmos**

Join us on our quest to #CaptureTheCosmos and bring the night sky to life with the largest ultra-high resolution, ultra-high definition movie of the Universe ever created.

Storytelling strategy: Humanity is on a quest to understand the Universe, and Rubin is our new tool. We're taking

you behind the scenes of creating this epic cosmic movie!

The main FL campaign

Phase 1 (~Jan/Feb 2025 through FL)

- The slow burn laying groundwork, ramping up storytelling elements
- Covering all the basics folks need to know about Rubin the science, the data, the tech, the people

Phase 2 (the final few weeks)

- The final countdown!
- Generating excitement, sharing information about tuning in to events

Other planned activities

- Monthly user-generated campaigns
- Staff/scientist takeovers
- Collabs with influencers, other astro organizations
- [TBD] livestreamed public talks to preview Rubin science
- And more to be determined!

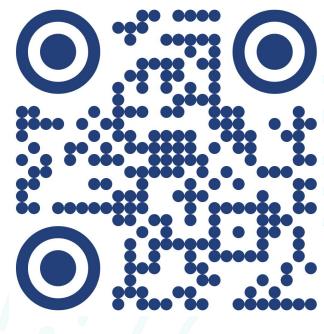
What you can do:

- Start using our hashtags!
- Follow us and share our posts
- Check out **ls.st/resources** for images, videos, or graphics to share on your own channels
- Keep an eye out for chances to participate takeovers, collaborative campaigns, etc.
 - Join #rubin-social-media on slack!



How to get involved (1)

- Volunteers to be media contacts
 - Interview with media
 - We expect lots of requests from media
 - Diverse community & SC group, all career stages, not just project leaders
 - Training packet to ensure consistent messages, talking points etc
 - Google form Expression of interest



https://ls.st/xz6

How to get involved (2)

Speaker: Ranpal Your activity **Rubin Project activity**

Plan your events

Skeleton event plan with room for local customization

> "Patch-in" to select parts of a live stream or recording

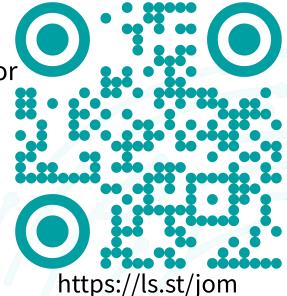
Map with events - find one close to you!

Tell us about your event

Plan your media efforts

Template Press Release to customize for your institute

Press kit (in development)
Put your PR/Media people in touch with us



LSSTC Slack space for coordination



First Look Afterparty

The live press conference at NSF/DOE is the movie premiere... this is the movie afterparty

Speaker: Steph

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A massively online celebration event for the public, on Media Splash Day, celebrating the first images, highlighting the people behind them, and celebrating the completion of the observatory!

Goals:

- Inspire awe and wonder, introduce Rubin's capabilities to the world
- Invoke a sense of global human connection
- **Engage** the public directly in Rubin First Light
- Generate **excitement** for upcoming science
- Celebrate the completion of a decades-long construction project

FUN!

Peoplefocused!

Celebratory!



First Look Afterparty

- Envisioned as a "show" with segments that will:
 - Tell the story of Rubin Observatory
 - Explain the images and demonstrated science/tech capabilities
 - Show reactions to the images
 - Invite (virtual) participation from the public
 - Showcase the people behind the observatory
 - Look forward to the upcoming decade of science
 - And, most importantly, create a fun and celebratory atmosphere that anyone around the world can tune into

What you can do:

In advance:

- Get in touch with your local institutions
- Organize a local accompanying event

Closer to the big day (date TBA):

- Send event + link to family/friends
- Share on social media

What we need from you:

- Have connections to high-visibility people? Get in touch with us!
- Have ideas for creative ways to amplify the broadcast? Let us know!





Get involved!

Are you doing (or do you intend to do) outreach about Rubin/LSST? Are you considering organizing a local event for First Look?

Please fill out our interest form!

ls.st/iloveoutreach



Virtual Events For Scientists

The Rubin Community Science team is planning more virtual sessions.

- (1) Pre-RFL "prep sessions"
 - You're already in the first one!
 - More will happen in the weeks before the RFL media event.
 - Q&A with Rubin staff to support your local events, etc.
- (2) Post-RFL "symposium"
- Scientific Q&A with the Rubin staff who created the RFL images.
- Opportunities for scientists' and students to share their RFL experiences.

These would not be open to the public, and would be science-focused.