VERA C. RUBIN OBSERVATORY

Rubin Science Assembly

reminder to turn on recording

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Host: Melissa Graham

Science Community Participation in the Rubin First Look Media Events

NSF AURA U.S. DEPARTMENT OF ENERGY SLAC CHARLES AND LISA SIMONYI FUND FOR ARTS AND SCIENCES LSST CORPORATION

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 (rtn-011.lsst.io) for details.
- The Data Previews will provide science-grade data products.

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!

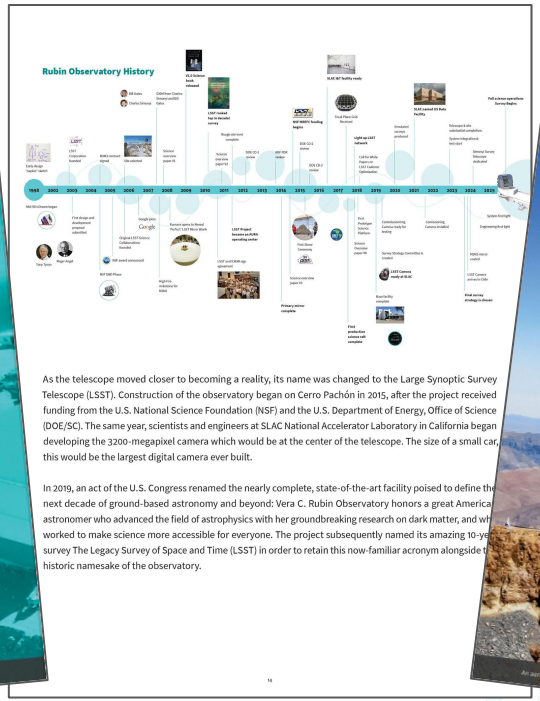
The RFL Media Kit Contents

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 layouts:



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

@VRubinObs

@rubin_observatory

@RubinObservatory

Speaker: Steph

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)

- 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

https://ls.st/jom

LSSTC Slack space for coordination

First Look Afterparty

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

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!

People-focused!

Celebratory!

First Look Afterparty

Currently in planning phase

Beginning to plan out the show!

- 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.