



# BUILDING THE PRE-OPERATIONS COMMUNICATION PLAN

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Meeting Rubin-LSST France – December 2023

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# Overview

- Rubin communication strategy until Operations
- Building the French communication plan
- How you can contribute to this communication plan
- AOB

# Rubin communication strategy until Operations

Main milestone: “System First Light” (now expected in January 2025)

Rubin prepares a sustained campaign between now and SFL and plans ‘a huge impact’

Primary objectives:

- **To reinforce relationships with key Rubin LSST supporters** and the construction team by celebrating the completion of a 25-year long endeavor
- **To generate emotion** among the press and general public for the impact Rubin LSST will have *on humankind’s understanding of our place in the universe*
- **To build support for large astrophysics experiments**
- **To open new doors to funding opportunities** in support of Rubin LSST science and community building

# Rubin communication strategy until Operations

Three Highlights:

## 1. Lead up to First Light Images

- Prepare the public for the Rubin first light with images, videos and beyond

## 1. First light image

- Including "a media storm that will be heard around the world"
- **We have to be ready for it!**

## 3. Dedication ceremony (Oct 2025 / 3 days event)

- Inauguration ceremony celebrating the completion of the observatory
- Onsite event in Chile held after the telescope is operational
- Remote participation at sites around the world **with local events**

# Building the French communication plan

## Objectives:

- **Maintain** and **enhance** project **visibility before operations** begin
- **Increase interest** among the general public and the press for Rubin in France
- Increase visibility of the French activities **within the international collaborations**

## Two angles:

- Finish **the story of the construction** of Rubin (esp. camera and data infrastructure)
- **Explain the science** that will be done **in France** with Rubin LSST

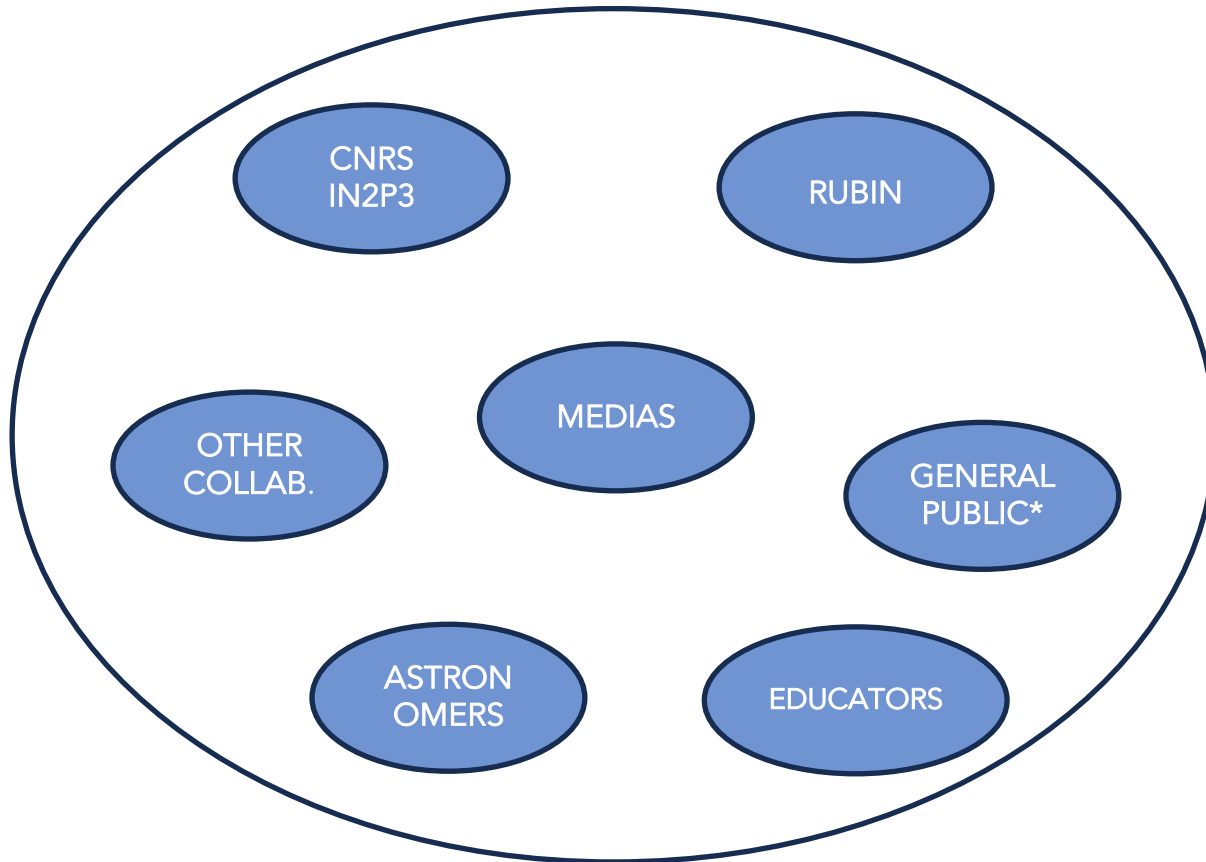
## Storytelling:

- **Construction** → *What do we still have to build to be ready?*
- **Science research** → *What will be the impact of French research with Rubin LSST on our understanding of the universe?*
- **People** → *How to show the diversity of profiles and people working on Rubin LSST in France?*



# Building the French communication plan

## Main audiences



## Messages



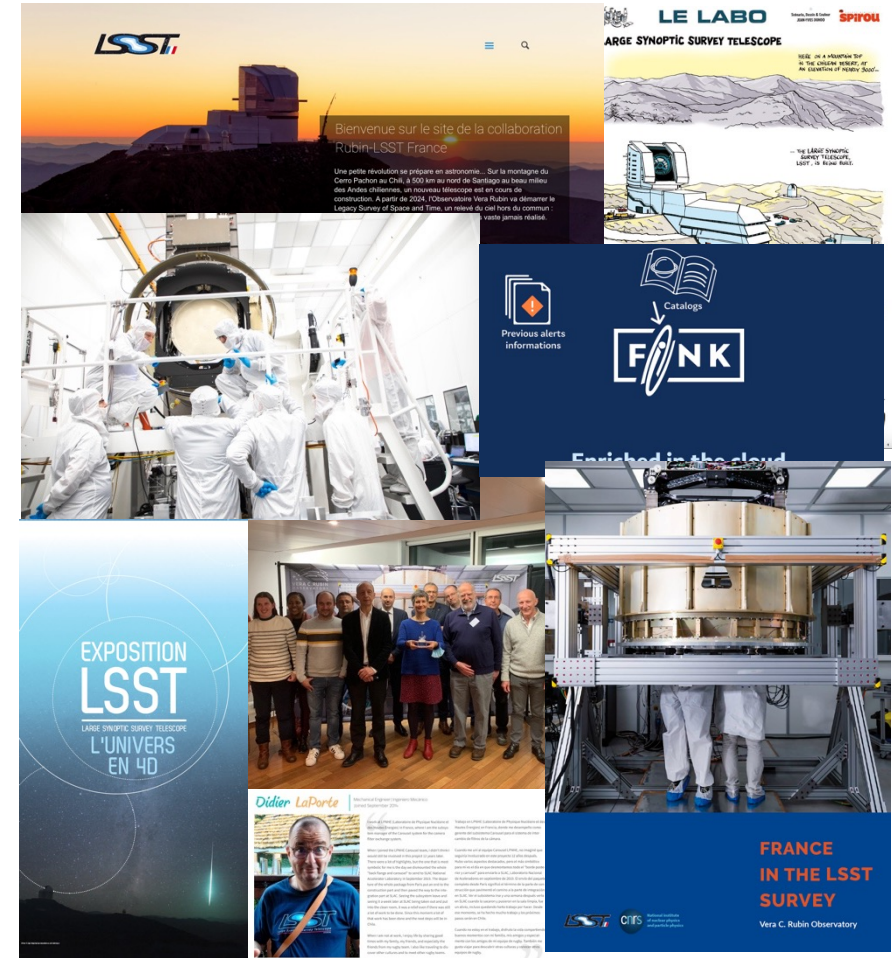
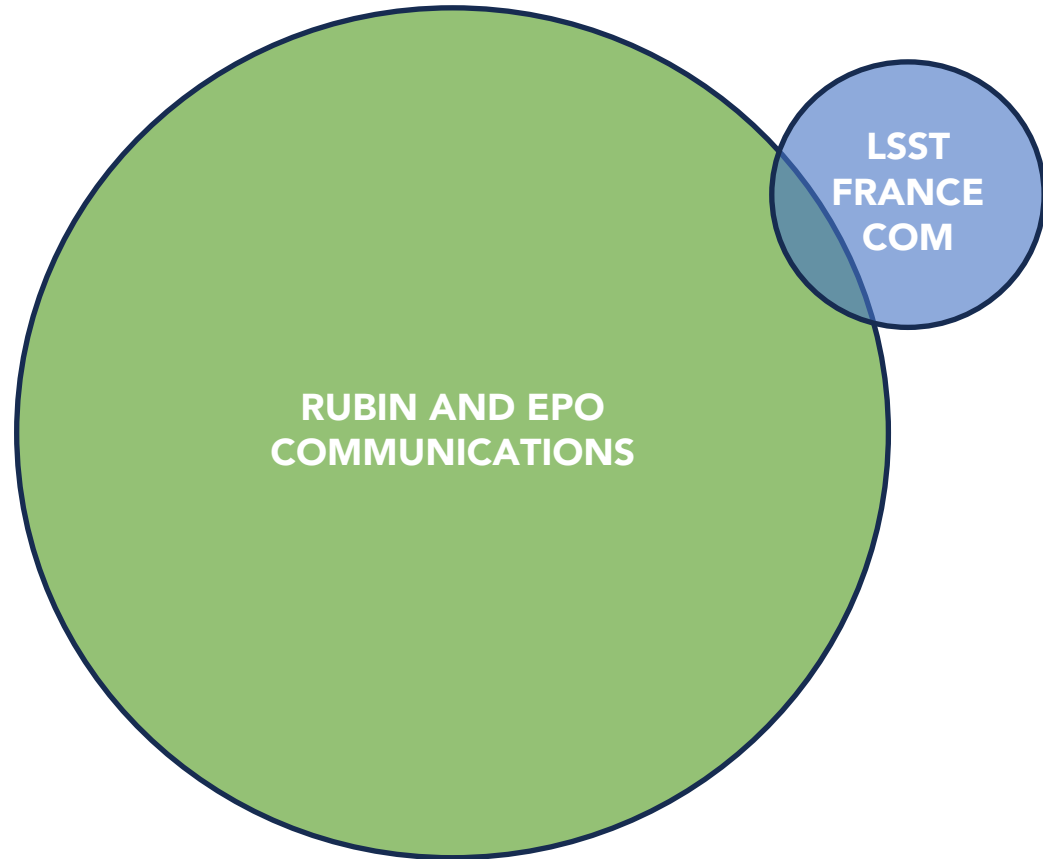
## Main channels



=> The goal of this talk is to discuss how to implement this plan

\* Including science interested public and university students

# Building the French communication plan



At one year before the System First Light, we need to increase our efforts on communication

# Rubin Science Press Release Effort

Rubin publishes monthly science press releases in English and Spanish  
<https://rubinobservatory.org/news/press-releases>

These press releases are **now systematically translated** into French:

- with an additional focus on the CNRS/IN2P3 contribution
- published on the [LSST France website](#) and X account, in the IN2P3 newsletter

They **are not** directly released to the medias

- CNRS makes a strict selection of the topics for the press releases
- They have to include something new and significant to be sent to the medias

**Limitation:** CNRS IN2P3 is not explicitly mentioned in these press releases. There is only this sentence:  
« *Additional contributions from a number of international organizations and teams are acknowledged.* »  
=> An official request should be sent to Rubin to mention explicitly CNRS IN2P3

**Next topic:** How Rubin will complement existing and future space missions

**Date of release:** Late January

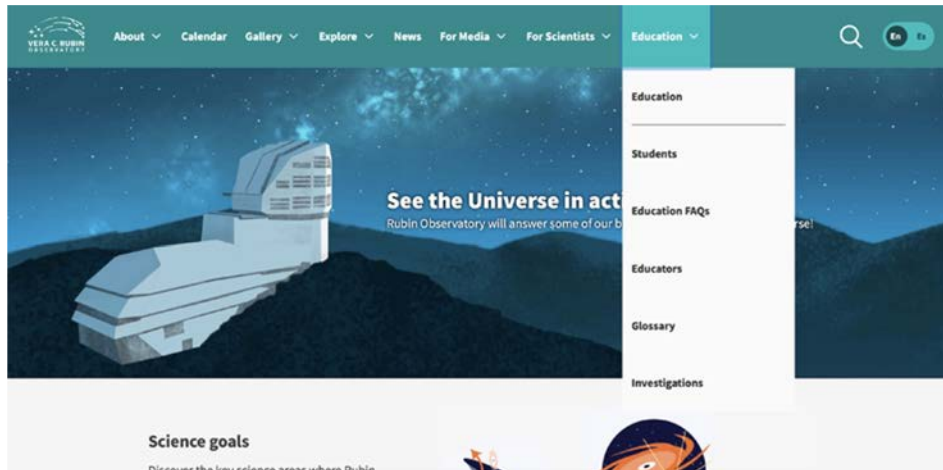


# Update on EPO activities

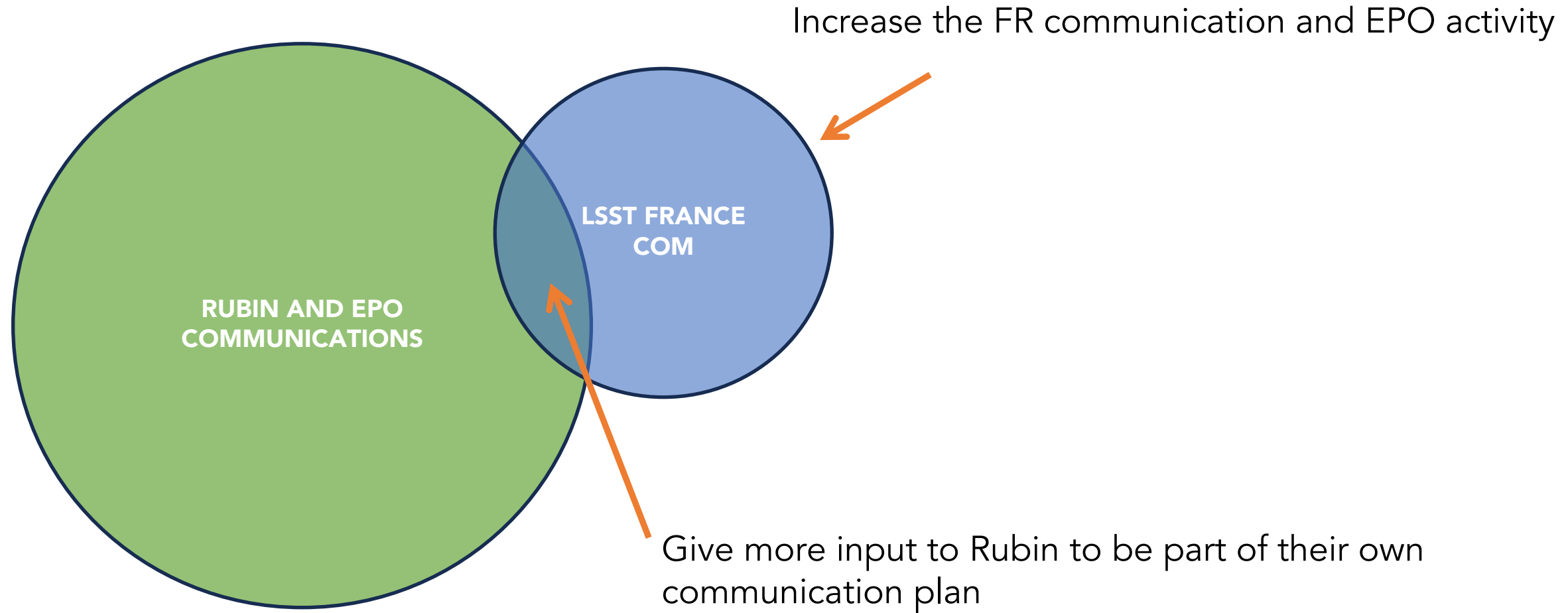
Currently working with the Rubin's EPO team on the translation of the Investigations into French.

All pages should be translated for integration into the [Rubin Observatory website](#) by Spring.

Anyone who can help with this activity is invited to contact me.



# I need your input (again...)



# I need your input (again...)

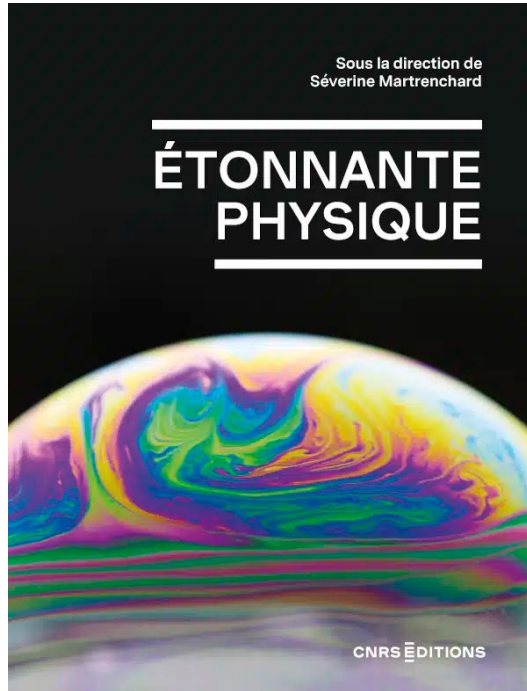
## **Join the Slack #FranceCommunication channel**

- to share ideas
- to tell your stories
- to discuss communication topics
- to give me your next milestones
- to let me know of the tools you need, the channels you think we could use, ...

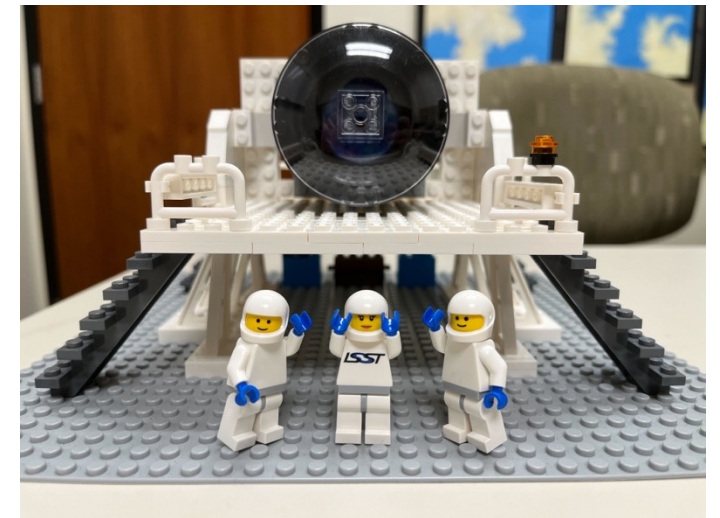
## **Become an active part** of the formal French communication plan

- by contributing to the document: [bit.ly/47SBGab](https://bit.ly/47SBGab)

I will be also available over the entire week to chat!



*L, XL and XXL only*



Let's stay connected

**gshifrin@in2p3.fr**

**Slack #FranceCommunication channel**