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#CaptureTheCosmos

Communication & EPO

Meeting Rubin-LSST France – June 2024
G. Shifrin-Suter

Overview

- Latest releases and results of the camera completion press campaign
- Ongoing Projects @Rubin LSST France
- Upcoming milestones

Latest releases

Goal: To familiarize public with Rubin, its people and science goals, and build momentum toward start of science

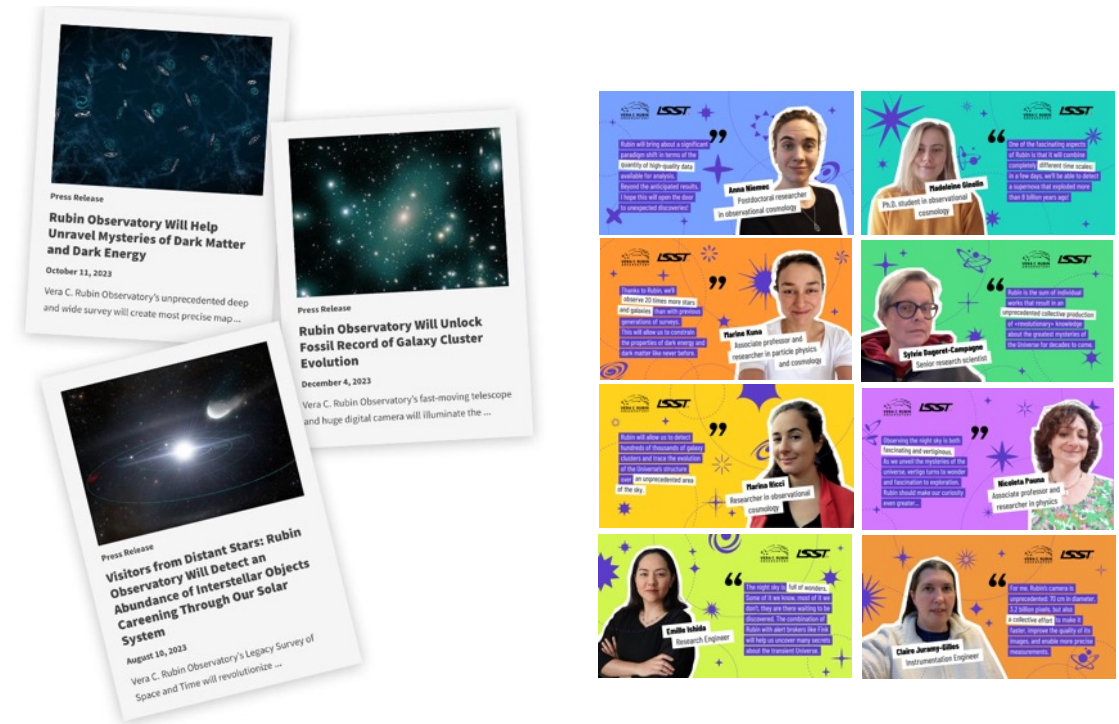
Science releases published (also in French)

- [Rubin will inspire space missions](#)
- [Stellar streams & dark matter](#)

[International Day of Women and Girls in Science](#)
(#WomenInScience)

- 8 portraits (S. Dagoret-Campagne, M. Ginolin, E. Ishida, C. Juramy-Gilles, M. Kuna, A. Niemec, N. Pauna and M. Ricci)

=> Distribution through the LSST France website, social media and the IN2P3 newsletter



Camera completion press campaign

French variation of [SLAC press release](#) (April 3rd):
[La plus grande caméra astronomique du monde bientôt prête à scruter le ciel](#)
(+ press release for [its arrival in Chile](#))

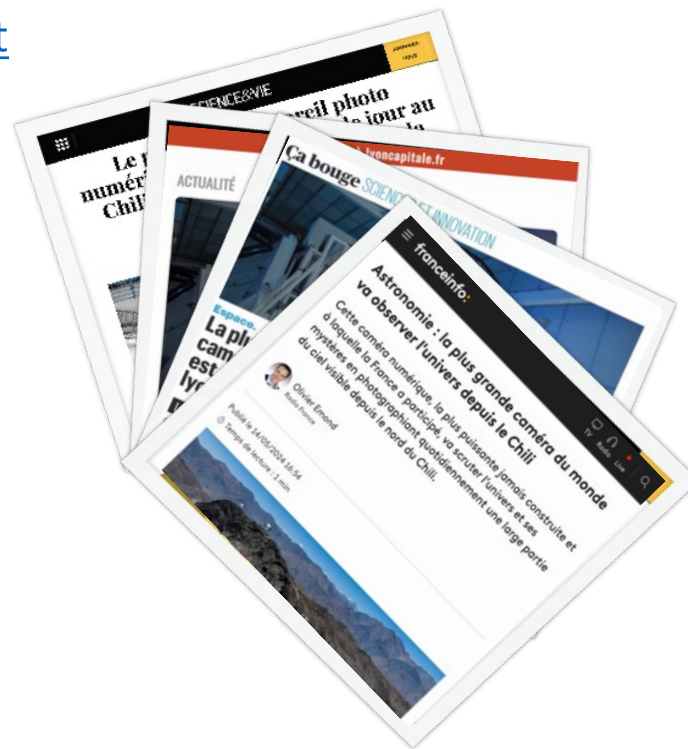
Great coordination among partners (SLAC, Rubin, ...)

Distributed by the CNRS press office, the DR and the French embassy in the US and my own media database

Very good media engagement:

- 57 reports in French national and regional medias (newspapers, TV and radios)
- **8.2 million people** impacted by LSST camera news!
- Advertising equivalent: 215,000€

(One of the indicator used by CNRS to estimate of what we would have had to spend on advertising to obtain such visibility)



Thanks to all those who agreed to be interviewed!

=> Hope to do even better for the First Lights

Summit press tours

Media interest continues to grow

Requests from French medias to visit the summit

- June 12 and 13: C. Juramy-Gilles will be interviewed for a Science Grand Format documentary (France 5)
- Sept. 2024 : Freelancer working for several medias should meet D. Boutigny

The main summit press visit will be scheduled between Dec. 2024 and Feb. 2025

=> Importance to continue to promote Rubin LSST France/CNRS in the media by encouraging journalists to meet French contacts in Chile (who will be there?)

Ongoing projects @Rubin LSST France

- Rencontres Ciel & Espace (Nov. 9, 10 and 11, 2024)
=> Booth (18 m²) to build and a conference is already scheduled (C. Roucelle)
- EPO investigation: « Coloring the Universe » is ready to be used in 🇫🇷
=> First discussions @CPPM for the EPS-HEP Conference outreach program
- Exhibition panels on observational cosmology
=> Provide educational tools to introduce obs. cosmology



Session Communication on Tuesday at 6PM

What we will discuss: what is relevant to present at RCE, how could we use the EPO in your labs, how to address the astronomy amateurs and scholars audiences, ...

Upcoming milestones

WHAT	<u>Telescope Naming</u>	<u>System First Light</u>	<u>Dedication</u>
WHEN	October 4 2024	~April 2025	~October 2025
WHY	Official naming of Simonyi Telescope	Tell the world about Rubin	Completion of Rubin Observatory /Ops start
WHERE	Summit	Papers, Multiple sites	Summit & Base
WHO	<u>Simonyi family, Mgmt & VIPs</u>	Community, staff, media and VIPs	Dignitaries (~300) and team
HOW	Summit tour, <u>plaque unveiling</u> , Dignitaries during day, Simonyi Family Overnight on Pachon	<u>Stunning image PR</u> , press conf, onsite presentations	Summit Event with La Serena nighttime reception and Team Meeting following day