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# Parallel session : Communication & EPO

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

# Communication Session

Three topics for this discussion:

- Next « Rencontres Ciel et Espace »
- « Coloring the Universe » investigation
- Getting ready for the SFL campaign

# Rencontres Ciel & Espace

When: Nov. 9, 10 and 11, 2024

Where: Cité des Sciences et de l'Industrie (Paris)

Main audiences: astronomy amateurs (~6000 people)

What:

- A trade show
- Conferences in 900- or 400-seat amphitheatres
- Technical forums

Who has already attended the RCE?

⇒ get a feedback



[Video presentation](#)

A good opportunity to address amateur astronomers, just a few weeks away from first lights

# Rencontres Ciel & Espace

What is already planned?

- A booth (18 m<sup>2</sup>)
- A conference introducing Rubin LSST (C. Roucelle)
- Workshop?

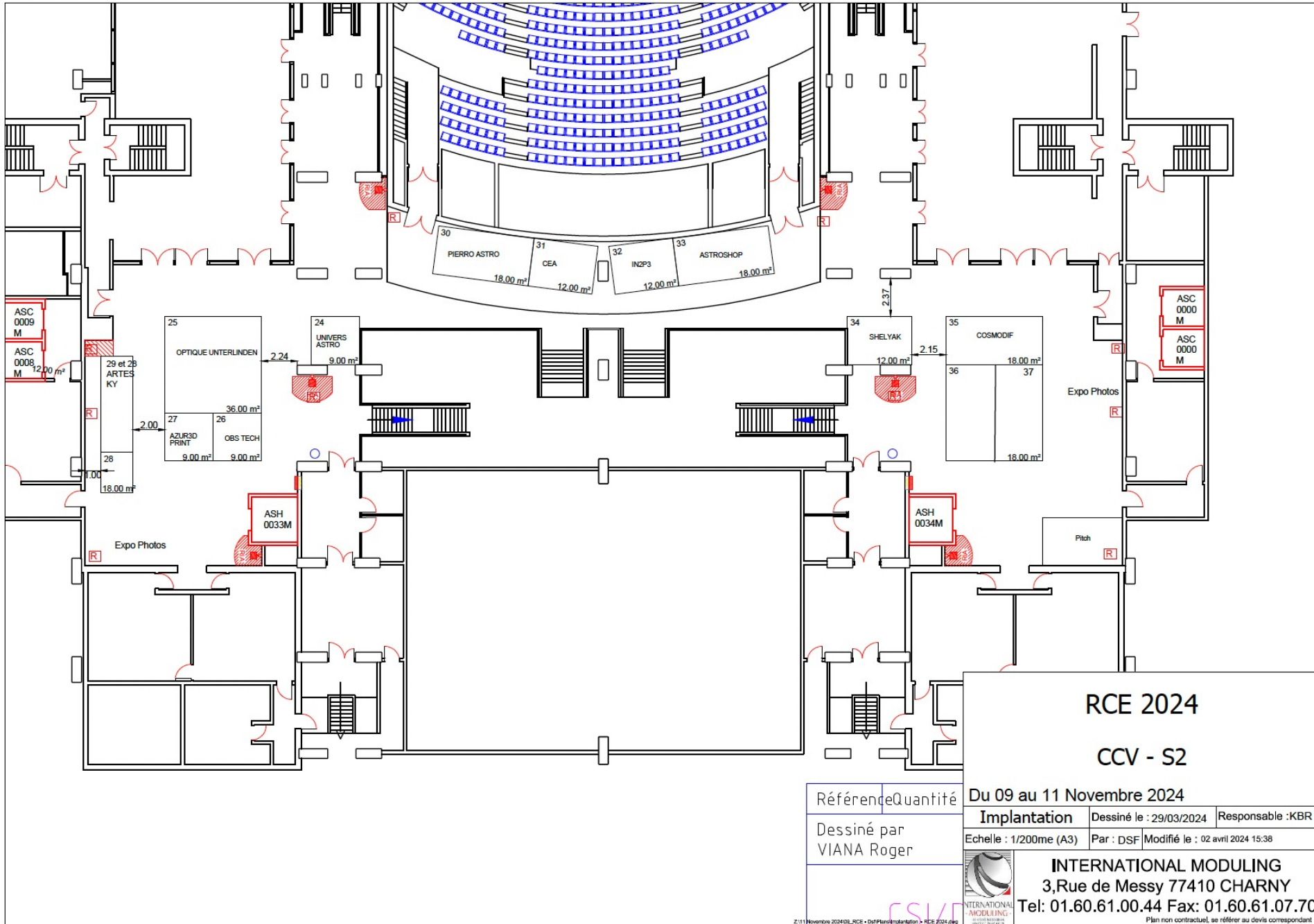
To discuss:

- ⇒ How to reach astronomy amateurs?
- ⇒ What do we have to offer?
- ⇒ What can interest them? Any idea?
- ⇒ Would you be ready to be part of the organizing team?

[Shared document](#) for your suggestions



[video presentation](#)



**RCE 2024**  
**CCV - S2**

Référence	Quantité	Du 09 au 11 Novembre 2024	
Dessiné par	VIANA Roger	Implantation	Dessiné le : 29/03/2024 Responsable :KBR
		Echelle : 1/200me (A3)	Par : DSF Modifié le : 02 avril 2024 15:38
		 <b>INTERNATIONAL MODULING</b> 3,Rue de Messy 77410 CHARNY Tel: 01.60.61.00.44 Fax: 01.60.61.07.70 <small>Plan non contractuel, se référer au devis correspondant.</small>	

# « Coloring the Universe » investigation

4 investigations have been developed by the Rubin EPO team

- Audience: high-school students
- Explore the Universe with real data
- Bring free, classroom-ready, active-learning experiences into classroom

Contents of « Coloring the Universe » investigation:

- How are filters used to create color images?
- How are filters used to conduct astronomical research?
- How is color used to communicate scientific phenomena?

Topics related to the syllabus:

- Electromagnetic spectrum, properties of light and color
- Technology of telescopes, filters, cameras and digital images
- Creating color astronomical images / image processing
- Multiwavelength astronomy



Take a look on the investigation 🙋

Training and Additional resources for teachers:

1. [Read the Teacher Guide](#)
2. [Check out the Investigation](#)
3. [Use the Implementation Guide](#)
4. [Examine the Assessments](#)
5. [Examine the Phenomenon](#)
6. [Check out Videos and Auxiliary Content](#)

# « Coloring the Universe » investigation

Ready to be used in 

## How can it be used?

- First discussions with @CPPM for the EPS-HEP Conference local committee
- Project will be part of their outreach program

## Proposed framework:

A visit of the lab including a 2 hours investigation session and introduction to the various scientific job profiles (« masterclasse »-like)

⇒ Need volunteers from CPPM

⇒ Contact on-site: M. Damoiseaux

⇒ Others labs interested by hosting this project?



# Getting ready for the SFL campaign

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 <b>Rubin Observatory</b> /Ops start
WHERE	Summit	Papers, Multiple sites	Summit & Base
WHO	<u>Simonyi family, Mgmt &amp; 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



# Getting ready for the SFL campaign

Rubin leads the communication plan around the first lights

⇒ We need to find the best way to leverage this plan for our own audiences

⇒ I suggest we organize our own celebrations in line with Rubin's schedule

⇒ **2025 Rubin's year:** we need to plan events during 2025 to celebrate Rubin, its people, its science

⇒ **Day of the Big Splash:** despite the timezone issues, we could organize a big event coordinated with all the labs involved in LSST Rubin

- Audiences: general public, institutional bodies, media
- When: at the same time, ~ 2h in the evening or with a slight delay
- What: One big event or several simultaneous lab events
- With who: all the people involved in the project (researchers, engineers....), in collaboration with IN2P3 communications team and network

# System First Light - Day of the Big Splash (or +1)

	Tucson	La Serena	SLAC	UW	Princeton
Time TBD	Embargo lifts on PR <a href="#">Image</a> shown on SPHERE (tbc)				
9am PST	Loop images of media coverage, include sonification				
	<b>Directors:</b> Zeljko - First light speech + showcase staff recordings				
10am PST	AURA HQ, SLAC HQ, NOIRLab			Local messaging	
	Patch in from Sphere showing image in Las Vegas (tbc)				
11am PST	NSF/DOE Press Conference				

# System First Light - Day of the Big Splash (or +1)

	Tucson	La Serena	SLAC	UW	Princeton
12pm PST	Musical performance		Local messaging		
1pm PST	Break / Media interviews				
2pm PST	Team on Summit - telescope being controlled and team in control room				
3pm PST	<b>Victor:</b> a look back on construction - broadcast to all site				
4pm PST	Social events		Local social events		

Hubs: Tucson, SLAC, La Serena Base, UW, Princeton, LSST-DA members sites

Aux sites: Edinburgh, Lyon (timezone issue) Santiago + +

