



# Construction Celebration Plans

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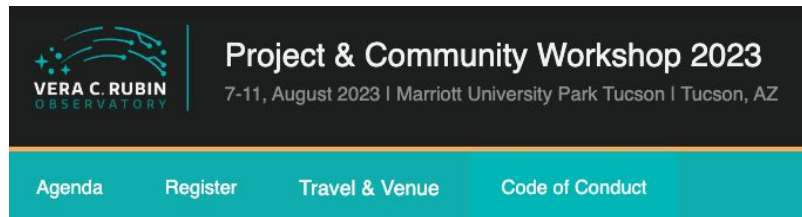
for the Rubin Construction Celebration  
Organizing Committee



U.S. DEPARTMENT OF  
**ENERGY**



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# Agenda

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- Welcome and logistics (Ranpal Gill)
- (10 + 5 minutes) First Light and Celebration Overview (Zeljko Ivezić)
  - Goals of this Session
  - Rubin First Light in a Global Landscape
  - High-level Goals of the Celebration Milestones
  - Milestones timeline ([ls.st/dates](https://ls.st/dates))
- (20 + 10 minutes) System First Light (Steve Ritz)
  - Specific goals and basic logistics of System First Light planning
  - **Timeline**
  - First light images planning. Suggestion box.
  - Data Policies needed prior to first light (e.g. data embargo)
  - Communications momentum building, with focus on involvement of Rubin Institutions around the world (e.g. in-kind and international contributors) - How can people participate and help?
- (15 + 10 minutes) Dedication Ceremony and Party (Victor Krabbendam, Sandrine Thomas)
  - Specific goals and basic logistics of the dedication ceremony
  - Planning principles for the Chile event including music initiative
  - Approach to guest list
  - Involvement of Rubin institutions around the world - How can other institutions participate and help?
- (10 minutes) General Discussion

# First Light & Celebrations Overview

# Rubin Celebratory Milestones

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The Rubin Observatory has many celebratory milestones in the finishing period of Construction and transition into Operations, see [ls.st/dates](#)

“System First Light” is expected in **late 2024**, and we anticipate completion of the Observatory and start of Operations around **mid/late 2025**.

Two main events we will discuss today are

- 1) **"System First Light" celebration**, including a media storm that will be "heard around the world".
- 2) **Observatory dedication ceremony** in Chile, with related multi-site events

# Objectives

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Our primary objectives for these, and other celebratory events, are:

- retain and strengthen relationships with key Rubin LSST supporters and the construction team by celebrating the completion of a 25-year long endeavor;
- build support for large astrophysics experiments in general, and for AURA/NOIRLab-managed operating observatories and SLAC/DOE Labs in particular, among key US and Chilean government stakeholders;
- **generate awe and emotion** among the press, and general public and staff for the impact Rubin Observatory's LSST will have on humankind's understanding of our place in the universe
- open new doors to funding opportunities in support of Rubin LSST science and community building

# Strategy

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The overall strategy for celebrations and the communication leading up to, and including, the dedication of the Observatory, is described in (Krabbendam & Gill)

**<https://ls.st/coc>**

This document addresses the plans for key milestones and defines the overall process for planning and execution to maximize the impacts for broad communication of the milestones and achievements.

The expectation is to include NSF, DOE, AURA, SLAC, LSSTC, NOIRLab and all other Rubin affiliated institutions, in coordination of a single cohesive campaign.

# The planning structure

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The planning structure for the celebration and communication strategy centers around several managed committees, several coordinators for specific aspects and points of contact per stakeholder.

There is a single Rubin Celebration Organizing Committee (RCOC) responsible for overall direction and coordination of the strategy, as well as the approval of execution of the strategy.

Additional subcommittees address each overall deliverable area. They are led and managed by individuals who report back to the RCOC (currently, RCOC coordinates via monthly telecons).

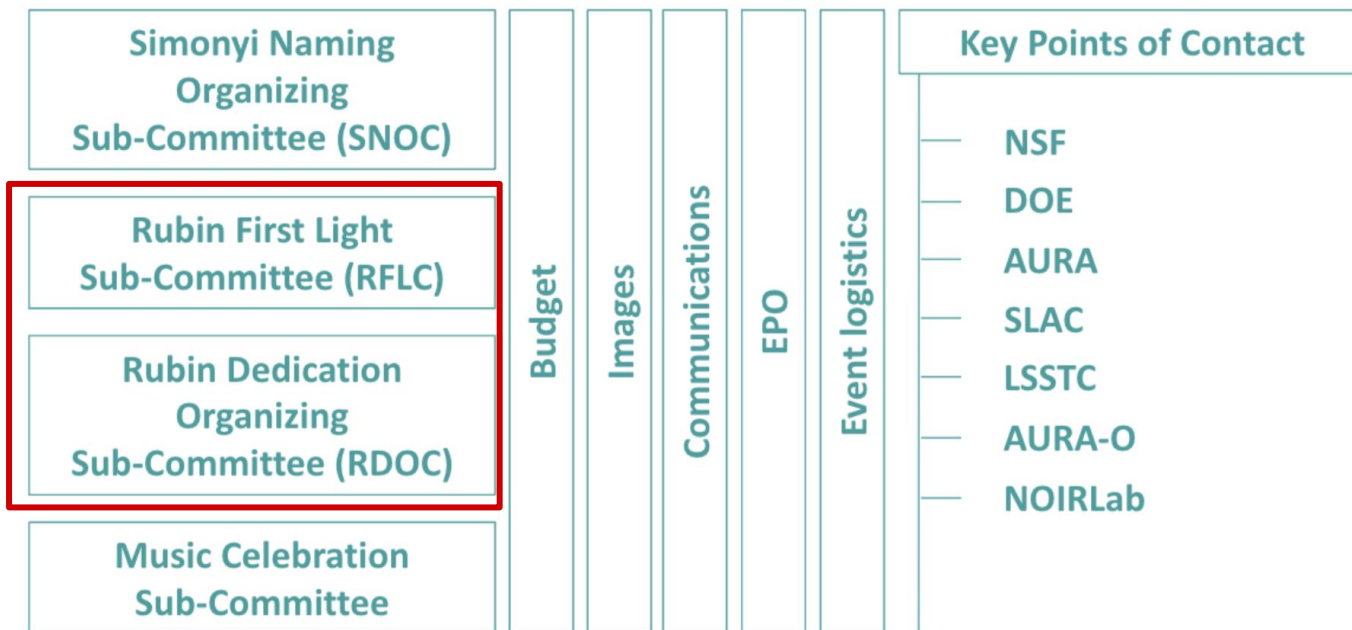


# Rubin Celebration Organizing Committee (RCOC)

ROLE	NAME	AFFILIATION
Rubin Construction Director	Zeljko Ivezić	Rubin/AURA
Rubin Construction DD	Aaron Roodman	SLAC
Rubin Operations Director	Bob Blum	NOIRLab/AURA
Rubin Construction PM	Victor Krabbendam	Rubin/AURA
Rubin Comms Manager	Ranpal Gill (Chair)	Rubin/AURA
HQ Rep & Head of Mission	Alejandra Voigt	AURA-O & AURA HQ
LSSTC Representative	Beth Willman	LSSTC

# Sub-committees and Groups

## Rubin Celebration Organizing Committee (RCOC)



# System First Light

# System First Light Purposes & Goals

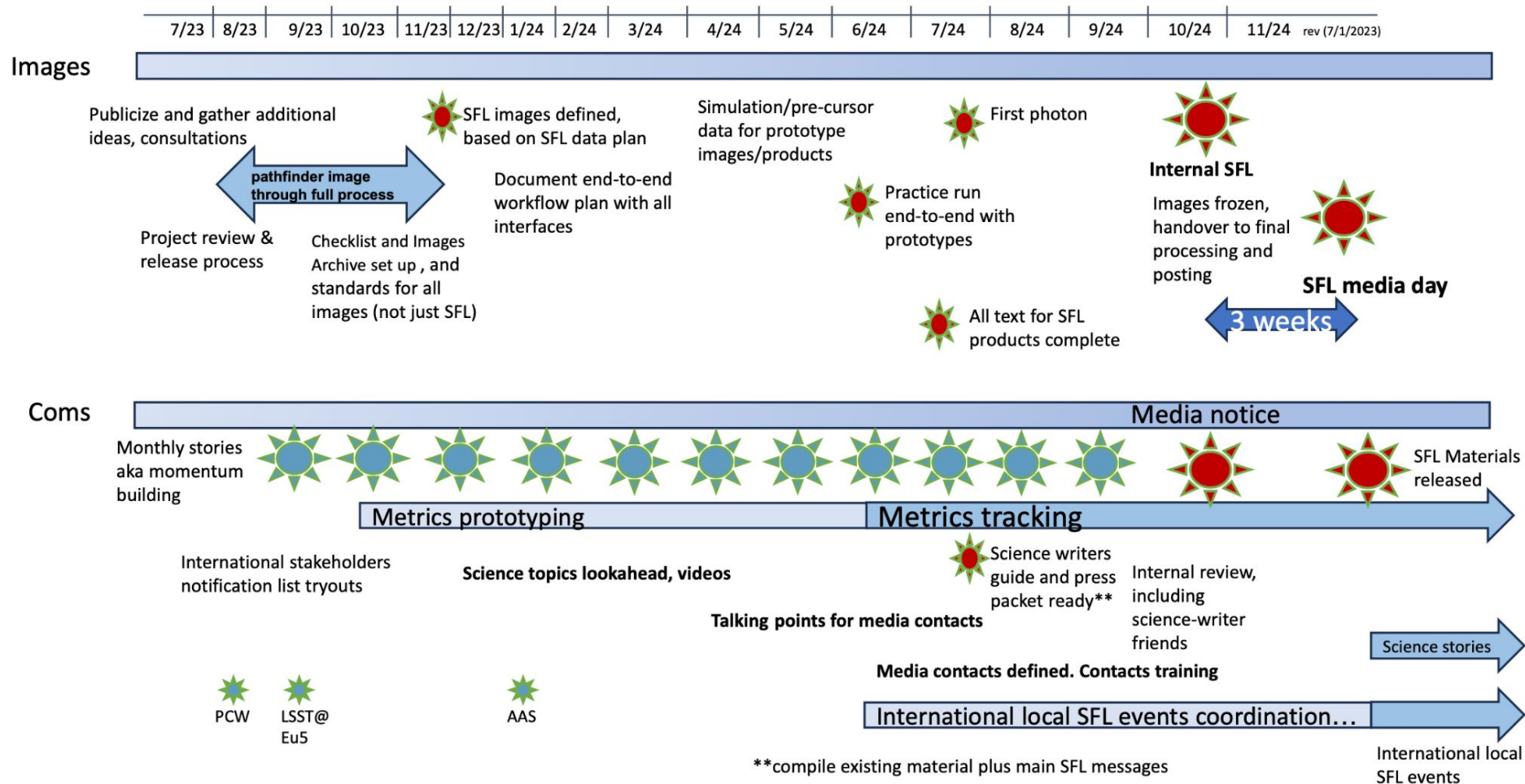
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- System First Light (SFL) is not a physical event.
  - System First Light is different from First Photon. See [ls.st/dates](https://ls.st/dates)
  - A few weeks after the SFL technical milestone is achieved, there will be a timed embargo removal and website release, with media prep in advance.

**Sustained campaign between now and SFL for a huge impact (see next slide)**  
**Benefitted from experiences of prior facility starts**

1. Plan SFL events and materials, collaboration with Communications & EPO.
2. Communicate with stakeholders AURA, LSSTC, government agencies, institutions, and international partners.
3. Ensure acknowledgement of the outstanding work of all involved.
4. Distinguish between SFL and early science.
5. Early mock-up walk-throughs of each of the major products.

# System First Light Timeline Overview



# Data Policies During Commissioning

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- See [Thursday 2PM session](#) for more complete discussion about information sharing during commissioning
- Also see [Wednesday 10:30AM session](#) about on-sky system commissioning
- To maximize opportunities for public engagement, Rubin Observatory will embargo all images prior to major event releases (e.g., the System First Light celebration) as leaks severely compromise public relations effectiveness.

A challenge is to keep the SFL images strictly embargoed until the SFL release. We have a widely distributed team with free flow of information (a good thing!).

# Images

The images should, as a group, **accessibly** communicate clearly the breakthrough capabilities of Rubin and the exciting promise of Rubin science. These are not early science results, rather SFL images. The main, exciting advances in capabilities to communicate are

- the incredibly large FOV and pixel count
  - e.g., ~ 10 square degree zoomable (e.g., HiPS) multicolor image plus a zoom-in movie and/or nested zooms for print media and those with limited bandwidth
- the opening of the time domain
  - e.g., single-color difference images over a sizable patch of sky
- Additional images to connect with Vera Rubin
- We also have a goal of including sonification of at least one image, with a full description of how to extract meaning from the sonification.

Suggestion box for your ideas: <https://forms.gle/1bfQ8AMusRYuEMvb9>



# Construction Project Images Subgroup

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**Group:** Rubin Construction Project Scientist (Steve Ritz), EPO (Clare Higgs), DM & SVV Images Science Unit (Lauren MacArthur), the Commissioning Scientist (Robert Lupton), the SVV Scientist (Keith Bechtol), DM image pipeline developer (Nate Lust), and the System Scientist (Chuck Claver).

## Roles

1. Image documentation checklist
2. Vet images, shepherd the approval process, maintain details and provenance information.
3. Sonification of at least one image, with a full description of how to extract meaning.
4. Oversee process that turns a scientific image into professional media quality, engaging with experts.
5. SFL image production work plan
6. Produce standard slides that can be used in talks.

## Near-term tasks

1. **Collect suggestions**, ensuring a wide net for ideas, including international partners.
2. **Construct pathfinder images**, similar enough to verify end-to-end system and distribution methods; use the pathfinders to come to broad agreement, including with stakeholders and PR experts, about final “beautification” aspects. Goal is to have accessible, beautiful images that are **also** a good representation of the scientific information.



# Building Momentum: From Now to Early Science

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## Rubin EPO team leading “Science Release” effort

- ~Monthly press releases to build public enthusiasm about Rubin science
- Topic list is being developed
  - Working with EPO liaisons in the science collaborations, the Project Science team, individual scientists
  - Please provide input on [topic list](#) and/or nominate individuals who love talking about their science using [this form](#)
- EPO is chatting with, and filming, people talking about their science at PCW - look for us!
- **First release coming very soon!**

# Mindful of the Broadest Possible Audience

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**From last week's news (NPR story):**

*...[Charles] Ogletree often recalled how he would take out 20 books at a time from the local library and how reading became his escape and his ambition.*

*"...I was an explorer. I was a creator. I was an astronomer. And finally, it sort of removed shackles that I thought I had on my mind, and it made me imagine then I could do anything."*

# Summary: Getting Involved

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[Suggestion box](#) with your ideas for SFL images



Please watch in early 2024 for a sign-up form for interest in being a contact for questions from media, along with details. This will involve some training sessions.

Also early in 2024: start coordinating plans for local SFL follow-on activities around the world.

# Dedication Ceremony and Party

# Rubin Dedication Ceremony Planning Status

## Goals:

- Celebrate Vera C. Rubin Observatory as well as Vera C. Rubin
- Celebrate the amazing accomplishments made by the amazing people

***Targeted period: Oct 2025,  
~3 days event***



# Coordination and Planning

- We envision Dedication Ceremony remote participation at sites around the world
- Remote participation/organization
  - Remote sites will likely want to organize their local events and party in addition to participating in the worldwide event.
    - Needs local hosts/organizers -> **Contact Sandrine if you are interested**
    - Could also include specific local dedication (such as data center dedication)
  - This means creating an agenda at each site
- Staff inclusion and appreciation
- Music and the Music Subcommittee:
  - A concert in La Serena around the time of Dedication, with music representing the numerous cultures involved in Rubin Observatory, as well as Vera's music interests
  - A brief celebratory video of people, construction development and integration, science promise, with dedicated music.
  - Many thanks to those who have made suggestions. **Contact Steve with any additional suggestions.**
- Swag
- VIP invitations
- Event Sponsors/Donors
- Press

# Chile celebration

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**Day 1** – Evening Registration Reception: Interactive space at main hotel with primary objective to register guests and provide agenda/information for the next day.

**Day 2** - Summit Tour/Ceremony and Evening Reception

- Summit Tour/Ceremony :
  - Buses to the summit with staggered arrival / departure (3.5 hours on summit)
  - Staff to support self-guided tours. Food / refreshment stations throughout building
  - Short ceremony on level 3 live streamed / Recorded for any concurrent satellite events
    - Includes music which should reflect Chilean culture and also the musical interests of Vera Rubin.
- Evening Reception
  - All guests and staff at single evening dinner and program
  - Coordinate program with summit ceremony content / add Project staff component
  - Many interactive components (Music, video, demos etc.)

**Day 3** - Summit visit for Staff and families : similar summit program as Day 2 but staff focused. Concert in La Serena on this day or another day around the same time.

# Overall Participation in Dedication

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## Chile Invitations:

The summit can support several hundred people for the event and the evening reception will be organized to include guests and staff. Stakeholders are invited to propose prioritized invitation list.

## Remote / Satellite events:

If stakeholder institutions want to sponsor a local event, the primary programs on the summit and the evening banquet will be live streamed and/or recorded to support local program content.

## Stakeholders involvement:

- Rubin Project: Key project contributors (Consider that Day 3 is staff/ Contractor focused)
- Rubin Operations: Key operations contributors and possible in-kind officials
- AURA Corp: US Government Officials and oversight contributors
- AURA – O: Chilean national and local Government Officials
- SLAC: Key Camera contributors
- LSST Discovery Alliance: Key LSSTC sponsors, contributors
- NOIRLab: Local observatory officials
- SAC
- NSF: Agency and NSB
- DOE: Agency



# Discussion