



Vera C. Rubin Observatory
Rubin Observatory Operations

Strategic Media Plan for Rubin Observatory First Light Release

William O'Mullane

RTN-083

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Abstract

This plan is focused solely on the activities and products needed to produce significant media impact for the first image release from the newly completed Vera C. Rubin Observatory (Rubin). Compared with all the excellent preparatory work done earlier, this is a very narrow focus. The aim is to produce a succinct strategic plan which is no more than 30 pages long.

Change Record

Version	Date	Description	Owner name
1	YYYY-MM-DD	Unreleased.	William O'Mullane

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A References

B Acronyms

Acronym	Description
DM	Data Management