

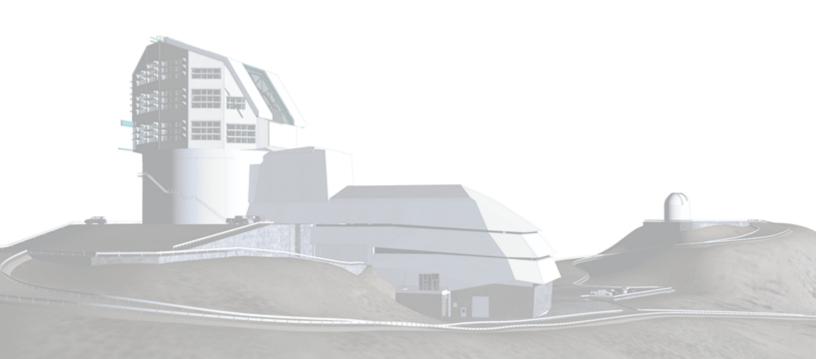
## Vera C. Rubin Observatory Rubin Observatory Operations

# Strategic Media Plan for Rubin Observatory First Light Release

William O'Mullane

**RTN-083** 

Latest Revision: 2024-07-24





#### **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-	Unreleased.	William O'Mullane
	DD		

Document source location: https://github.com/lsst/rtn-083



#### **Contents**

A References	
B Acronyms	



# Strategic Media Plan for Rubin Observatory First Light Release

#### **A** References

### **B** Acronyms

Acronym	Description
DM	Data Management