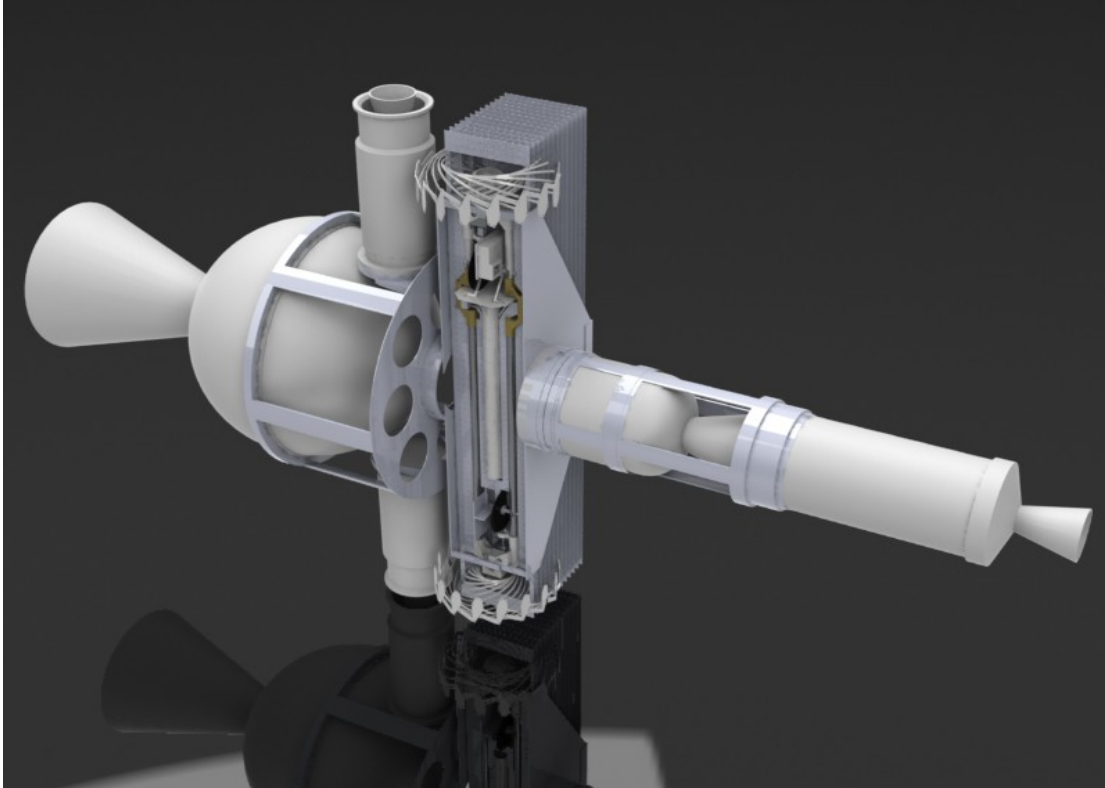


## Team PlanB, Landing subsystem, Media Plan



This document does not contain information and technologies restricted under Canada's Export Missile Technology Control Regime List, or any other export control laws or regulations of Canada

October 2013.

This document is based on open, web-available information. The source code and design are based upon information in the public domain that is available freely over the internet. Any Risk Assessment of the Planned Mission and tests designed to mitigate the risks have been developed by using only common sense.

## Acknowledgments

The Team PlanB wishes to thank the support of all volunteers for their input in design of the mission, rover, and critical components; especially in a "plan B" scenario, because "plan A" is considered as "plan for Dreams" of the way to the moon. The Team Plan B would also like to acknowledge that technical information from Boris Chertok's books was extremely valuable in designing the blueprint for the mission.

Design and development by Team "Plan B" is available under a  
[Creative Commons Attribution-ShareAlike 3.0 Unported License](#).

© 2010-2013. Adobri Solutions Ltd.

## **Restriction and Safety Issues:**

No recording restrictions are expected, since special interest facilities are not being used for this series of tests, and demonstrations. Any requests by property, or company owners will be respected. Limited capacity involves physical available space, along with facility capacity for equipment. Safety issues involve specific forms of interferences.

## **The Media:**

The following is a complete list of appropriate media available for contact for all 3 of the Subsystem Demonstrations:

### *Vancouver News Media (Radio and Newspaper)*

*24 Hours Vancouver*

*CBC Radio*

*CKWX AM 1130*

*Metro Vancouver*

*Vancouver Courier*

*Vancouver Observer*

*Vancouver Province*

*Vancouver Sun*

### *Student Media*

*The Peak*

*90.1FM CJSF*

### *Vancouver Entertainment Media (TV News)*

*CBC British Columbia*

*City TV Vancouver*

*CTV British Columbia (CIVT TV)*

*Global TV BC*

### *Vancouver Society Media (Newspaper)*

*Tyee*

### *Other Media*

*Select Ontario News Media*

*Select Ukrainian News Media (Donetsk, Dnepropetrovsk, National)*

## *Select USA Media*

The Imaging System will be tested publicly in Vancouver BC, and will involve public and student media formats selected from the above list. Daily and weekly newspapers, TV news, radio, and television is expected to be involved. Media formats with Canada wide affiliation will be especially sought after. The ideal media will be selected from the above list, from newspaper, radio, or TV formats, based on the story, sound, or live action taking place during the test. At the end of each test, team Plan B will maintain a relationship with the most interested media.

### **The Audience:**

The targeted audience will include radio listeners across Canada, and Vancouver, television news viewers, newspaper readers, as well as students of local universities.

### **Press Release Information:**

Canadian Google Lunar X Prize Team Plan B fires a hockey puck at the Moon. Team Plan B uses 3 actual hockey pucks, in conjunction with 3 stepper motors, connected to the frame of the brake engine, to land on the Moon. One puck will be launched at high velocity at the Moon, using the engine exhaust, during landing. The team is the only Canadian competitor in the Google Lunar X Prize.

### **Demonstrations and Tests:**

Media demonstrations for the Landing Subsystems starts off sharing 2 tests with the Imaging and Mobility Subsystems. Each of the subsystems is specifically tested during these shared setups.

#### Landing Subsystem Test 1 (25 Kilometer Communication Range):

A rehearsal of the communication control range will be tested at 25 kilometers. For this test, the Nano-satellite (a test mission satellite) will be set up on the Burnaby campus of Simon Fraser University. The campus is isolated on a mountain, with an elevation of 370 meters, and located 20 kilometers from the downtown Vancouver core. A ground station is also simultaneously set up in Stanley Park (25 kilometers away), close to the downtown core.

This allows for at least two locations to be covered by media groups. The Simon Fraser University location will involve student media, with students being encouraged to attend. The test will be promoted to The Peak newspaper (a student newspaper of the university), as well as advertised on the 90.1FM CJSF community radio station, inviting attendees of the general public from the campus and surrounding area. Also this will be a good location to film for TV.

The Stanley Park, and mission control locations will be introduced to the local Vancouver news papers and radio. These are also welcome to attend the SFU location as well.

At Simon Fraser University, the Nano-satellite will be suspended on a wire, to allow horizontal projection rotation. To the left and right of the suspended Nano-satellite will be the pictures of the Moon, and the Earth, respectively. This will mimic what the Satellite sees in space, as observations are transferred to the Earth.

From mission control, to the ground station, the Nano-satellite will be instructed change orientation, and commands will also be sent to orient the antenna from SFU to Stanley Park (Nano-satellite ground location). This orientation will test the mobility of a ground station (the ground station is the stripped version of rover, and all ground stations will use the same basic setups, hence the rover mobility controls can also be tested).

There will be a line of communication between the mission control and the media at both locations, via mobile phone.

### **Landing Subsystem Test 2 (100 Kilometer Communication Range):**

The second test for communication control will be at a range of 100 kilometers, with the same principles tested as the 25 kilometer test. The media involvement in this test will depend on the response from the first, and might involve media from another city, or possibility from the United States, which accommodates the 100 Kilometer range.

### **Landing Subsystem Test 3 (Rover on the Moon Simulation):**

The third test will involve the rover assembly being in a vacuum chamber, where the Nano-satellite will communicate with mission control, via the rover assembly, via a satellite overhead. This test will be conducted at the same date and location as “Imaging Subsystem Test 3 (Nano-satellite Imaging RF Link from a Vacuum)”, and involve the same media.

### **Landing Subsystem Test 4 (Landing Test):**

The next test is a spectacular drop test, with the fully equipped rover, with the impact shield, being dropped from 70 meters, or the 24 floor of at apartment building. For this event, all media formats can be involved, with video bytes, sound bytes, and interviews being available.

### **Landing Subsystem Test 5 (Rover Unmounted, and Control Test):**

The last planned media event for the Landing Subsystem will be at the Vancouver Space Center. This will be a demonstration of the rover being unmounted from the landing craft, and being controllable via mission control. The focus here will be with the public, and video news media. Any filming or safety restriction at the Vancouver Space Center will be respected. This is the most widely understandable test, and should involved a wide range of media formats.