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OCTOBER 14, 2023
ANNULAR SOLAR ECLIPSE

APRIL 8, 2024
TOTAL SOLAR ECLIPSE



Block 4 — Informal Education & Public Outreach II (continued)

12:25 pm PDT / 3:25 pm EDT

Breakout 4.1 (<https://eclipse.aas.org/breakout1>)

Essential Resources for Eclipse Education & Outreach

Rick Fienberg, Kristen Erickson, Dan McGlaun, Michael Zeiler & Fred Espenak

12:25 pm PDT / 3:25 pm EDT

Breakout 4.2 (<https://eclipse.aas.org/breakout2>)

Engaging with Museums, Planetariums & Science Centers

Michelle Nichols, Mitzi Adams, Derrick Pitts, Allyson Bieryla

1:45 pm PDT / 4:45 pm EDT

Break

Museums, Planetaria, Science Centers Breakout Session

AAS Eclipse Workshop

Breakout session #4

Saturday, April 9, 2022

Panel:

Michelle Nichols, Adler Planetarium
Mitzi Adams, NASA Marshall Space Flight Center
Derrick Pitts, The Franklin Institute
Allyson Bieryla, Harvard University

Adler
PLANETARIUM



AGENDA

Welcome!

Introduction of Panelists

Our 2017 Solar Eclipse Activities

Questions, Answers, Discussion

Go forth and eclipse!



AGENDA

Introduction of Panelists



AGENDA

Our 2017 Solar Eclipse Activities





Adler Planetarium's Eclipse Program Goals:

- Increase the capacity of organizations in/near Chicago to host their own eclipse observing events.
- Make as many people as possible aware of what was happening.
- Empower people to observe the eclipse themselves.
- Serve as a trusted source of information for the public & the media.
- Provide eclipse resources for people who might not otherwise have access to them.
- Reach traditionally underserved audiences.
- Engage a variety of communities.

Bring Chicago together to view the sky together.







ARE YOU #EQUIPPEDTOECLIPSE?



GET EQUIPPED TO ECLIPSE: SAFE SOLAR VIEWING

On August 21, 2017, at 11:54 am, the Moon will start to block Chicago's view of the Sun, eventually covering 87%, and creating something spectacular—a solar eclipse. Will you be ready?

The last time Chicago was this close to the path of totality (100% blockage of the Sun) for a total solar eclipse was in 1925—92 years ago!

If you plan on looking up—and we hope you do!—you'll need to make sure you're prepared with the proper gear. Regular sunglasses are **NOT** safe for viewing an eclipse, no matter what you may have heard!

We've put together a quick list of safe solar-viewing techniques. You can also check out the [American Astronomical Society's website](#) for important eye safety information.

PHASES OF AN ECLIPSE



Eclipse Glasses

Did you know there are glasses that are made especially for solar-viewing? These are glasses that contain special material that prevent harmful amounts of light from reaching your eye. The result is a dark view of the sky, but a safe view of the Sun.

Get a FREE pair at Chicago's Eclipse Fest! →



Paper and Pin Projector

If the light from the Sun passes through a tiny hole poked into a thin sheet of paper, cardboard, or aluminum foil, the pinhole will project an image of the eclipse onto a paper screen! You can also spell out a word or a date or create a smiley face with an array of holes that all project onto a white sheet.

These types of "pinhole" projectors can be made with things like a box, a tube, index cards, or paper plates! Just remember: never, ever look THROUGH the holes. Always project onto the ground, a wall, or a screen.



Colander

Anything with holes in it will project images of the eclipse as it is happening! Look at the dappled light on the ground as you make crosshatches with your fingers or hold up a spaghetti colander to project many eclipse views onto the sidewalk.

Remember, don't look directly at the Sun with these tools. Let the light project images onto the ground.



Crackers

Yes, even the tiny holes in crackers are perfect for eclipse viewing! Just like a colander, you can use the holes of the cracker to project an image of the eclipse onto the ground, sheet, or screen. Try using various types of crackers with different sized holes... the perfect edible eclipse image viewing tool. Yum!

















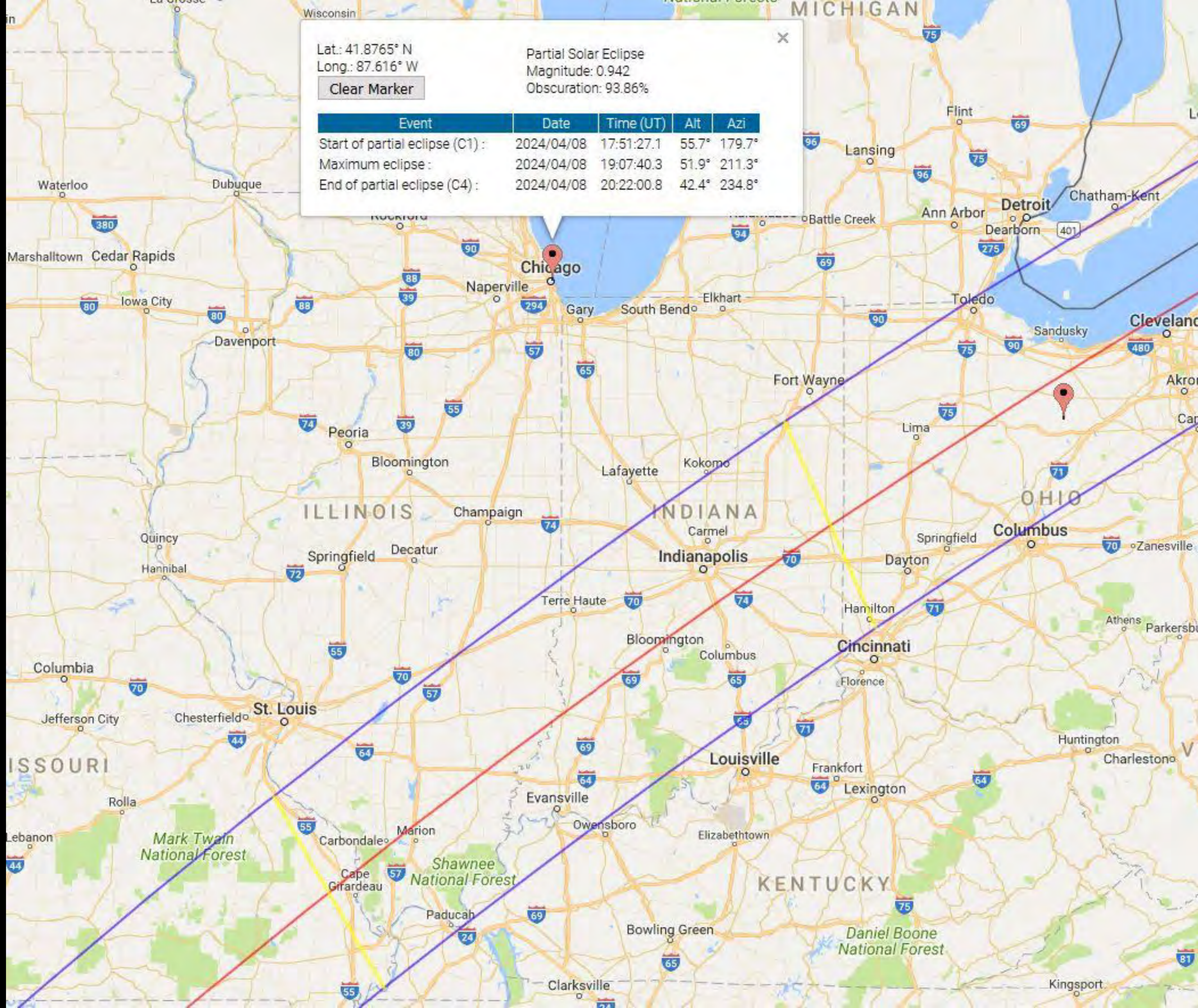


Lat: 41.8765° N
Long: 87.616° W

Clear Marker

Partial Solar Eclipse
Magnitude: 0.942
Obscuration: 93.86%

Event	Date	Time (UT)	Alt	Azi
Start of partial eclipse (C1):	2024/04/08	17:51:27.1	55.7°	179.7°
Maximum eclipse:	2024/04/08	19:07:40.3	51.9°	211.3°
End of partial eclipse (C4):	2024/04/08	20:22:00.8	42.4°	234.8°





Hits:

- **Chasing Eclipses exhibit:** a physical space appealed to the media & got attention on the eclipse and the Adler 6 months ahead of time
- **Solar viewing glasses:** we gave them out ourselves and gave them to our partners to hand out
- Being available to the media on short notice: resulted in **1.5 billion** worldwide media impressions for the Adler Planetarium, equivalent to **\$4,000,000**, and we still have connections to many of those same media outlets today.
- Utilizing **for- and non-profit community partners**
- Photogenic marketing campaign
- *Eclipse Fest*
- Outreach to southern Illinois, which we still do



Misses:

- More, more, more glasses
- Do more to help people learn how to view the eclipse themselves
- Do more to help people learn they can share glasses
- Do more to help people learn how to see an image of the Sun without glasses
- Don't underestimate the power of an in-person event, esp. in locations off the path
- Start contact with potential partners sooner
- Never underestimate the public's desire for merch

My personal focus for 2023/2024: Increase the number of satellite sites able to host events so we don't have as many people coming to the Adler on the day of.



We can say all we want that everyone should go to the path. But... remember:

Not everyone can afford to travel.

Not everyone can take the day off.

Don't make them feel bad for not going to the path, and don't only focus on the path.

Help people understand and appreciate the sky *where they are*. Help them feel like a worldwide community.



Chicago Public Library, Chicago Park District, Chicago Botanic Garden, Morton Arboretum, WonderWorks Children's Museum, Shedd Aquarium, Field Museum, Lagunitas Brewing Company, Lieberman Management Services, Crescent Heights Properties, Baderbrau Brewery, Chicago Trolley & Double Decker/Big Bus, Chicago White Sox, Active Campaign, Allied Live, Broadway in Chicago, GrubHub, Punchkick Mobile, Odyssey Cruises, Shoreline Sightseeing, American Writers Museum, Chicago Sky, Chicago Cubs, ISEA, Lincoln Park Zoo, Museum of Science and Industry, Navy Pier, United States Postal Service, Divvy bike share program, all of the host institutions for *Galaxy Ride 2017*, Larry Dauer of the Perryville (MO) Municipal Airport, Ken, Vern, and Robin Cline, Ms. Lavender, Trish Erzfeld and Perryville Solarfest, the Zeigler (IL) Fire Department, Police Department, Public Library, and postal staffs, residents of Zeigler, Illinois, 17th Street Barbecue, teens and volunteers from the Adler Planetarium's Far Horizons program, the Illinois Space Grant Consortium, the 72 corporate volunteers from BMO Harris Bank, CDW, and Illinois Tool Works who assisted at Chicago's Eclipse Fest, the entire Adler Planetarium volunteer corps, the dozens of schools and libraries who reached out to obtain solar viewing glasses for their students and patrons, the hundreds of programming partner staff members who participated in trainings and events, the tens of thousands of attendees to Chicago's Eclipse Fest, and the hundreds of thousands of people in Chicago and the suburbs who took time out of their busy day to spend a few moments looking up at the sky.



Other great ideas from informal education sites, especially pre-eclipse:

- Solar eclipse-themed art contests & art displays
- Art contest to design your eclipse glasses artwork
- Solar eclipse workshops to make pinhole projectors
- Solar eclipse activity days at local libraries
- Public talks
- Movie nights
- Eclipse activity kits for remote sites to use
- Professional development for remote site hosts

