

How To Get Journalists to Write About Your Eclipse Events and News

Jamie Carter, Forbes.com, Space.com, Sky & Telescope
WhenIsTheNextEclipse.com

Go Find 'Eclipse Journalists'

- If a journalist has already written about eclipses more than once then they will write more.
- If you think they did a good job find them on social media/LinkedIn/email and get in touch.
- Build relationships – then offer to provide quick quotes when needed.

Total solar eclipse 2024: Everything you need to know

By [Jamie Carter](#) last updated July 24, 2023

The first major eclipse of the sun since 2017 will be visible from Mexico, 14 U.S. states and southeastern Canada.

What to expect during the 2024 total solar eclipse

By [Ashley Strickland](#), CNN

Updated 7:10 PM EDT, Fri June 23, 2023

What, Where, When, Why & \$\$\$?

- What is happening?
- Where is it EXACTLY = duration of totality (triple-check).
- When: day event (parking?) or overnight/camping/RV.
- Why should people come? Major on eclipse viewing – guided observing/hiking trails nearby/roped-off areas for photographers.
- How much will it cost, what's included and HOW TO BUY A TICKET.

10 Events To Book For October's 'Ring Of Fire' Solar Eclipse—While You Still Can

10. Ring of Fire Eclipse Firewalk and Star Party, Texas

This primitive scenic camping event at Luminous Heart Ranchette near Tarpley, Texas costs \$393 for two nights (Friday, October 13 through Sunday, October 15), which includes eclipse viewing glasses and all food. After a “ring of fire” for 4 minutes 53 seconds a path of glowing embers will be prepared for a barefoot firewalk. [More information.](#) ✓

Make It Easy

- Journalists are insanely busy – so do their job for them.
- Write a press release with facts and pre-prepared quotes – but don't be too general.
- Focus on practical information (parking, food, toilets).
- Supply interesting or surprising quotes.




Discover

FOR IMMEDIATE RELEASE

April 8, 2022, 2 pm CDT

***Contact details appear below

***Website: eclipseovertexas2024.com 

***ECLIPSE OVER TEXAS: LIVE FROM WACO TO CELEBRATE
APRIL 8, 2024 TOTAL SOLAR ECLIPSE***

A total solar eclipse will take place on April 8, 2024 and Texas is an ideal location for viewing this rare celestial display. Lowell Observatory is teaming with the City of Waco, Baylor University, and Discovery on a public event, Eclipse Over Texas 2024. This will include an onsite celebration at Baylor University's McLane Stadium in Waco, as well as virtual programming that people around the world may view.

Have An 'Angle'

- 'Quickhit' news articles are often successful – and typically rely on numbers.
- Supply figures and a quote.

TRIP IDEAS

The Most Popular U.S. Cities to Visit for the 2024 Total Solar Eclipse, According to Expedia

Travelers are planning ahead to get the best views of the celestial sensation.

By [Rachel Chang](#) Published on June 12, 2023

36,998 views | Sep 16, 2023

Flights To 7 American Cities Surge In Popularity As 'Ring Of Fire' Solar Eclipse Draws Close

With less than a month to go until an annular solar eclipse is visible in the U.S., flights to key airports in the path are becoming popular.



Don't Fake It

- Check your facts.
- Don't use lazy terms:
'line of totality' = 'centerline of the path of totality'.
- Don't use or supply fake images – you will be ridiculed!



Images Can Make A Story & Promote An Event

- Branded eclipse glasses.
- Mock-up of the event.
- No photos of empty fields or parks!



Where Would You Go To See An Eclipse?



Providing Images

- Don't break copyright – take your own photos with you/your client as the copyright holder OR commission a photographer.
- Keep it simple – “all images are provided copyright-free for publishers to use in articles about XXXX and should be credited to XXX.”

SCIENCE

Donald Trump's Presidency Will End On The Day Of A Comet, A Meteor Shower And A Total Eclipse Of The Sun

Jamie Carter Senior Contributor @

I inspire people to go stargazing and experience solar eclipses



Make Images Easy To Handle

- For websites: landscape shape (16:9) and around 1920x1080 resolution. Shrink to 1MB or so.
- Don't attach hi-res images to emails, send a link to a photo on the cloud (Dropbox, Google Drive).
- Avoid huge WeTransfer files – journalists are often on the road..



More trouble for Deion Sanders as son hospitalized after brutal defeat



The Republican elephant that won't be in the room at tonight's debate – and it's not Trump



Seabound bandits terrorize locals as homeless camps surge nearby



Travis Kelce dishes on 'what's real' amid Taylor Swift romance rumors



Neil deGrasse Tyson explodes during debate on trans athletes competing in women's sports



Man's concert experience cut short after his sign catches Pink's attention

Finally ... Ethics

- Never ask to see the article before it's published.
- Suggest corrections.
- Events can be moved, changed, sold out or canceled. So keep journalists in the loop – online content can updated.

SCIENCE

Monument Valley Navajo Tribal Park Announces Closure For 'Ring Of Fire' Solar Eclipse

Jamie Carter Senior Contributor 

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Sep 17, 2023, 08:08am EDT



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