

The background features a dark blue gradient with a starry pattern. On the left side, there are several overlapping circular elements. A prominent one is a large circle with a scale around its perimeter, ranging from 140 to 260 in increments of 10. Other circles are smaller and some have dashed lines or arrows, suggesting a technical or scientific theme.

ECLIPSES: HOW TO SPEAK MEDIA

AAS ROCHESTER NY

30 SEP 2023

SCOTT FYBUSH

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Journalist since 1992

Local TV news

Public radio – 20 years

Broadcast engineering / writer

Media consultant

Science junkie since age 8



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Broadcast engineering / writer

Media consultant

Science junkie since age 8

Standup comedian/storyteller





WHAT THEY SAID!

...A FEW MORE THOUGHTS

- Newsroom turnover is worse than ever
- Seek the geeks
- Trust public media!
- Good news is good news for us

WHAT STORY ARE YOU TELLING?

- Utility
- ...or Inspiration?



ARE YOU EXPERIENCED?



ARE YOU EXPERIENCED?

Newsroom meeting list Chat Files 1 more +

Gino Fanelli Yesterday 10:55 AM

Will be waiting

■ Scott cheers because it got dark for a minute (will make it your problem)

Tuesday, Apr 9, 2024 • 1:00 – 2:00 PM

🔔 10 minutes before

📅 Events
gino@rochester-citynews.com

😄 4

“I’M JUST NOT THAT IN TO NATURAL PHENOMENA”



THE STORY COLLIDER 
TRUE, PERSONAL STORIES ABOUT SCIENCE



2017 ECLIPSE



2017 ECLIPSE



2017 ECLIPSE



...but this is what I want to remember



2017 ECLIPSE

Marion, Kentucky



2017 ECLIPSE

Marion, Kentucky (photo: Ari Fybush)



2017 ECLIPSE

Marion, Kentucky

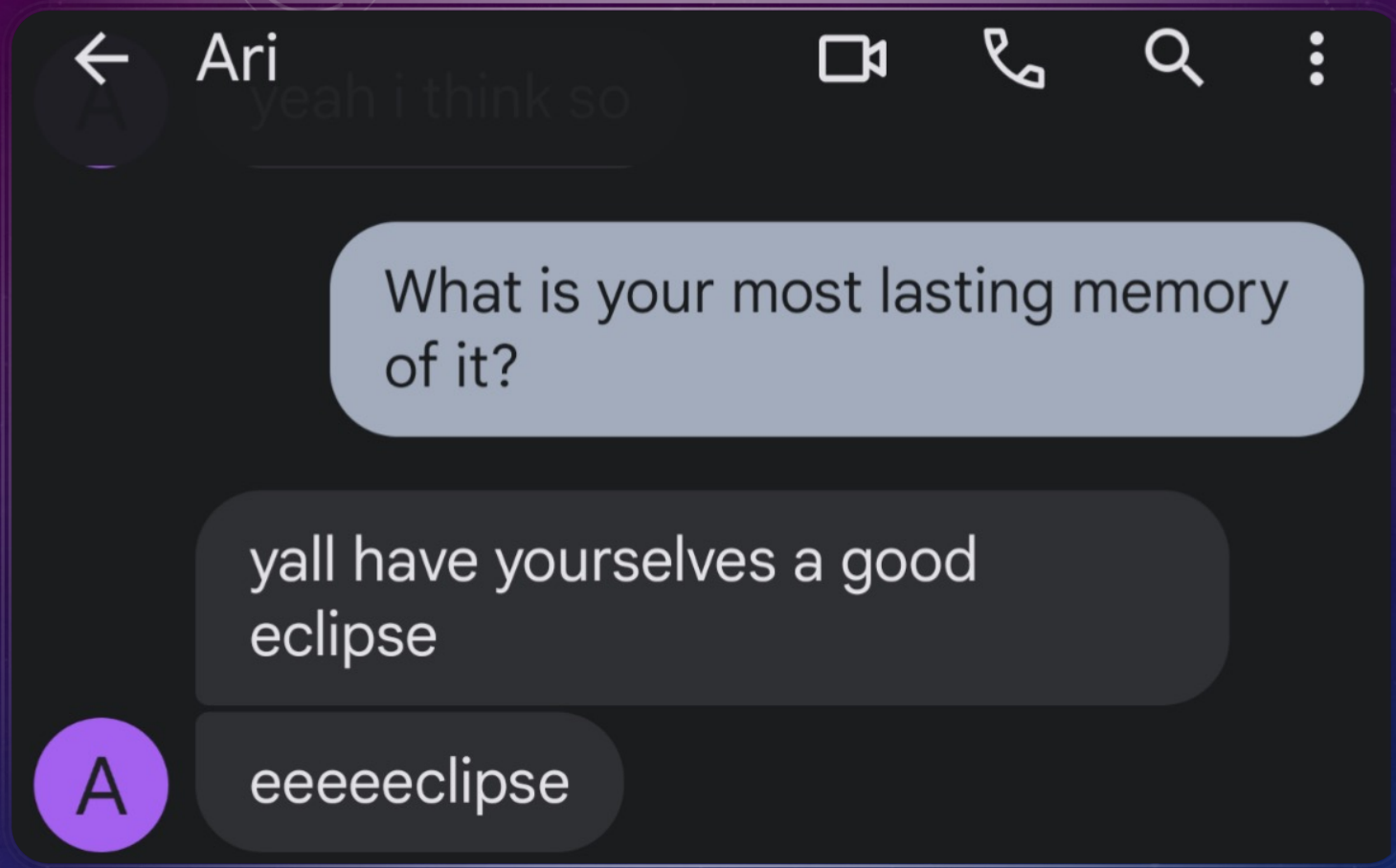


2017 ECLIPSE



2017 ECLIPSE

"Y'all have yourselves a good eeee-clipse!"



2017 ECLIPSE

"Y'all have yourselves a good eeee-clipse!"

YOUR CHALLENGE

- Do all your “utility” communication
- But also think “inspiration”
- Before: win over the skeptics
- During: help find unique stories
- After: capture the memories

BEYOND TRADITIONAL MEDIA

- Find your local connectors and storytellers – Twitter, IG, TikTok
- Think beyond the visual
- Think beyond the day of/day after
- Think about permanent storytelling – murals, plaques for “Generation Eclipse”
- Use your eclipse veterans!

2024 IN YOUR BACKYARD

- Literally “once in a lifetime”
- How do you want to use your 200 seconds?



2024 IN YOUR BACKYARD

- Literally “once in a lifetime”
- How do you want to use your 200 seconds?



*don't put eclipse glasses on your dog, they won't stay!

TALK TO ME!!



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