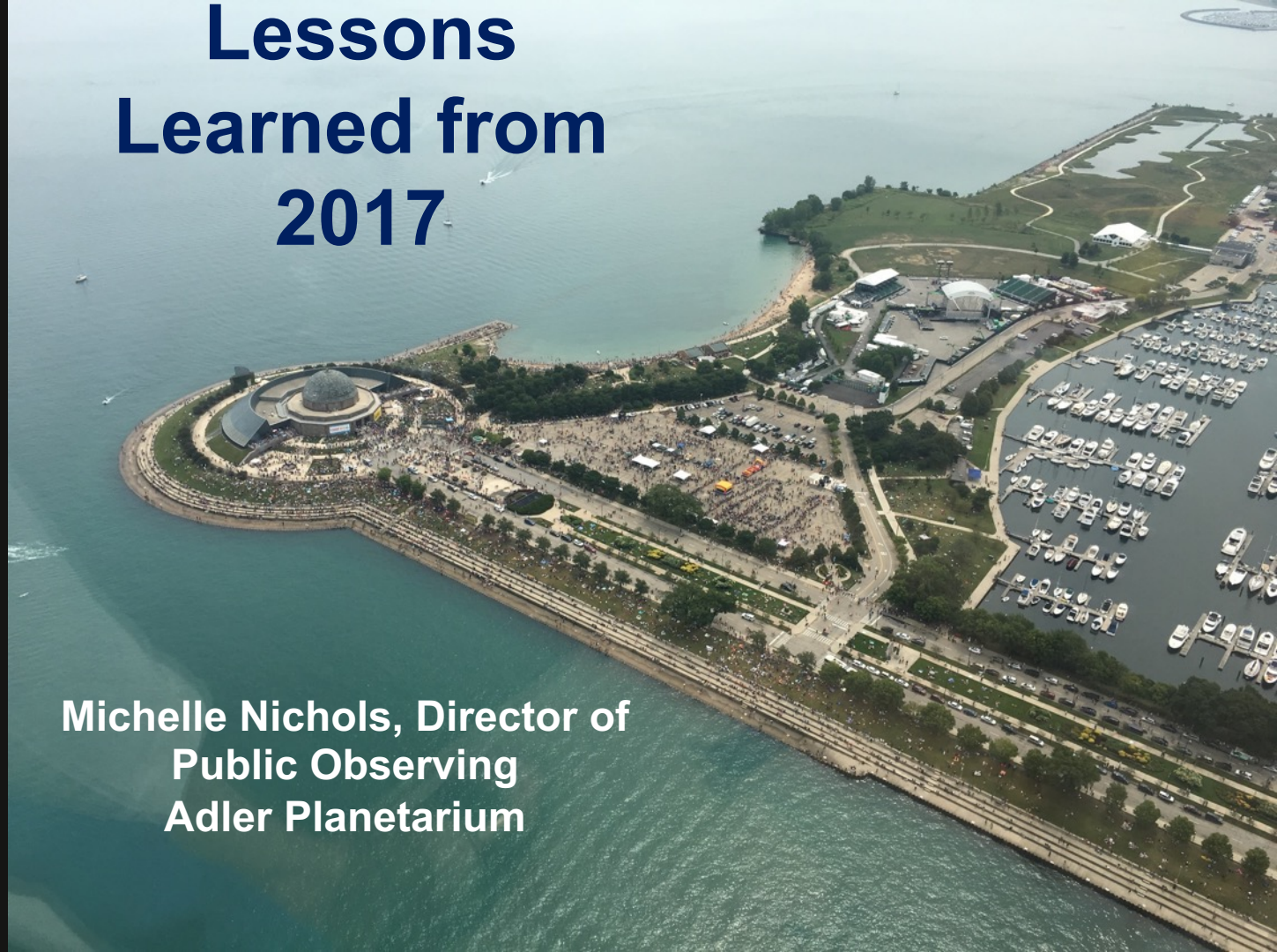


# Lessons Learned from 2017

Michelle Nichols, Director of  
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Adler Planetarium



#1: Set clear goals.

# 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**

#2: Plan for lots of people.



#3: Set a social media plan early.

# #EquippedToEclipse

## 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 eyes. 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 similar 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 slice, 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, street, or screen. Try using various types of crackers with different sized holes... the perfect edible eclipse image viewing tool. Yum!

#4: Develop a good background visual for the media.



# ECLIPSE CHASERS

“  
The eclipse experience  
wasn't going to be  
a once-in-a-lifetime  
thing for me. It was  
at that moment that  
I became an eclipse chaser.  
I didn't want to  
miss a thing.”



Photo credit: [unreadable]



## TOOL

### EQUIPPED TO ECLIPSE

Anyone can take in the awesome beauty of an eclipse when the whole of the sun is obscured by the moon. But whether it's your first or fifth, it's important to know where, when, and how to safely observe totality. Maps, eclipse glasses, and even your phone are useful tools to help you chase down the next big eclipse.

**SAFETY FIRST**

Never look directly at the sun without proper eye protection. Eclipse glasses are the best way to safely view the sun during an eclipse. They are designed to filter out the sun's harmful rays, allowing you to see the sun safely. Never use regular sunglasses, as they do not provide enough protection. Also, never use a camera or binoculars without proper solar filters. Always use proper eye protection when viewing the sun.

**LOOK UP**

Use a telescope or binoculars to view the sun during an eclipse. Make sure you have proper solar filters in place before looking through them. Never look directly at the sun without proper eye protection.

# What we will improve upon for 2023/2024:

- We will emphasize helping people learn how to view the eclipses without solar viewers.
- The Eclipse Fest format will change to make it easier for us to plan using a smaller staff, but we will still plan for a huge attendance number – and we will be pleasantly surprised if the attendance number is lower!
- We will plan to utilize even more corporate volunteers.

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