

The background features a dark blue gradient with a field of small white stars. Overlaid on this are several white line-art diagrams of celestial bodies and orbits. A large circular scale on the left side is marked with numbers from 140 to 260 in increments of 10. Other diagrams include circles with arrows indicating rotation or orbital paths, and dashed lines representing trajectories.

# TELLING THE ECLIPSE STORY

AAS ROCHESTER NY

22 OCT 22

SCOTT FYBUSH

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Journalist since 1992

Local TV news

Public radio – 19 years

Broadcast engineering / writer

Media consultant

Science junkie since age 8





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Standup comedian/storyteller







2017 ECLIPSE



2017 ECLIPSE





2017 ECLIPSE



*The story is just as much below as it is above!*





## 2017 ECLIPSE

Marion, Kentucky





## 2017 ECLIPSE

Marion, Kentucky (photo: Ari Fybush)





2017 ECLIPSE

Marion, Kentucky





2017 ECLIPSE

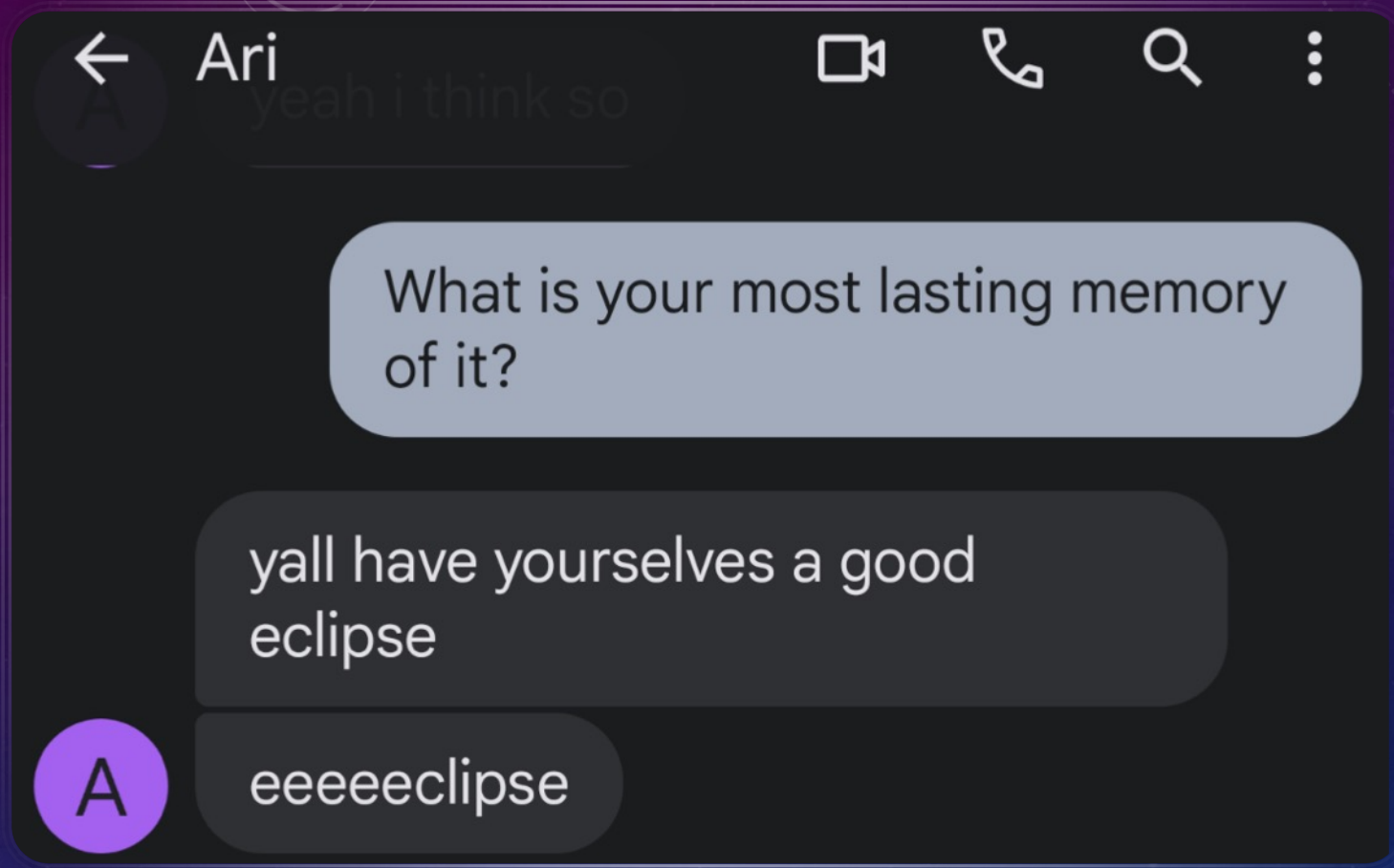




2017 ECLIPSE

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





2017 ECLIPSE

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

# YOUR LOCAL MEDIA

- This is all new to them (but look for the veterans)
- They may be all new to you
- Guide them to interesting stories beyond the obvious
- Use your experts to help them figure out what/how to cover
- Trust public media!



# 2024 IN YOUR BACKYARD

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



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



# 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!



# TALK TO ME!!



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