



DON'T FORGET THE

WOW!!

Conveying the Awe and Wonder of Totality

Dr. Kate Russo, Founder, Being in the Shadow

AAS SETF Eclipse Planning Workshop, San Antonio TX, Sep 29-30, 2023

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IN THE SHADOW .COM

STAND UP!!

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IN THE SHADOW .COM



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'Experience totality—above you, around you, within you'



3 ASPECTS TO TOTALITY



INTELLECTUAL APPRECIATION

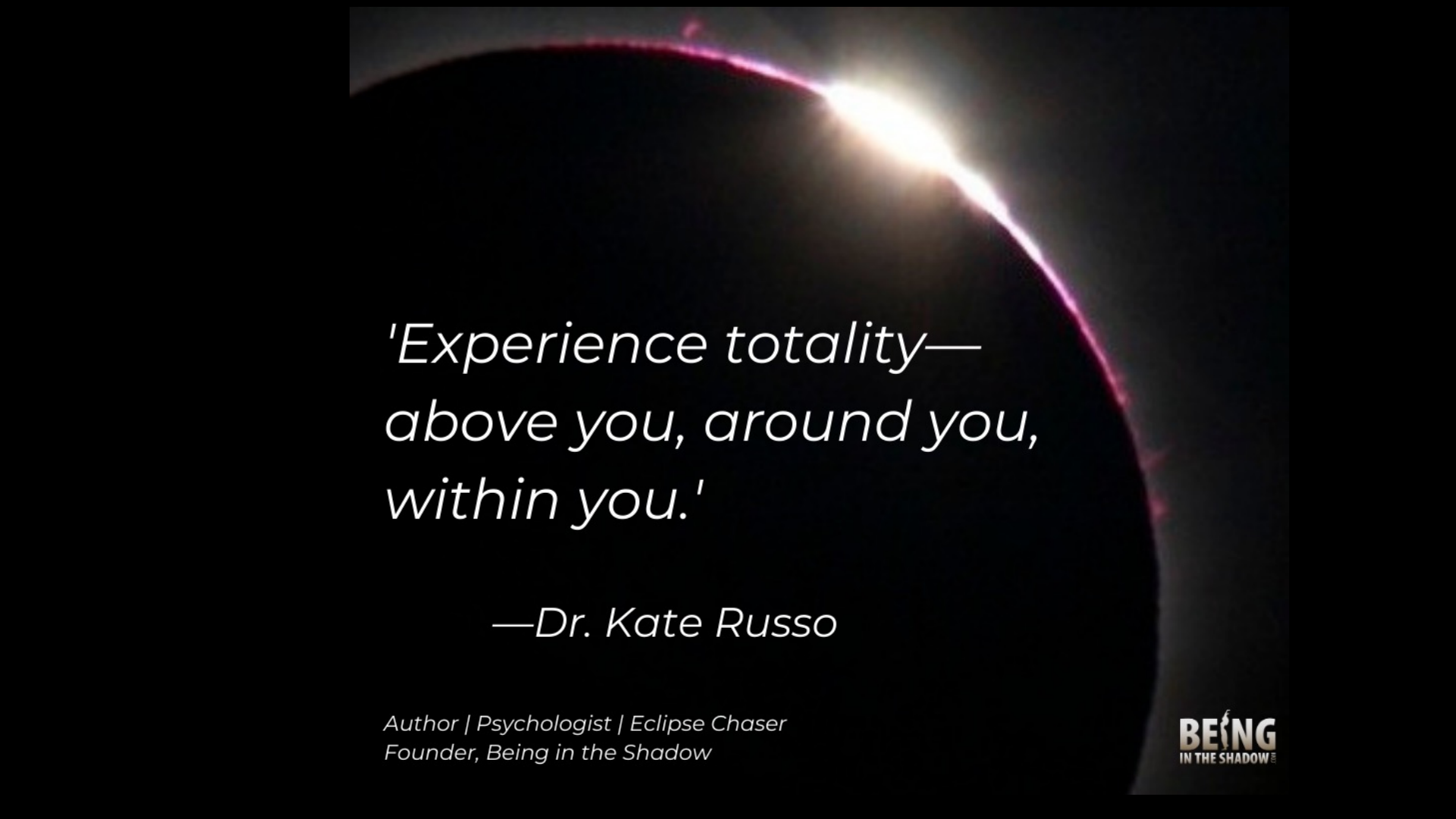
- Alignment
- Coincidence of scale
- Universe in 3D
- Beauty of corona

IN-THE-MOMENT HUMAN RESPONSE

- Sense of wrongness
- Primal Fear
- Awe
- Connectedness
- Euphoria
- Desire to repeat

TRANSFORMATIVE IMPACT

- Time
- Place
- Person



*'Experience totality—
above you, around you,
within you.'*

—Dr. Kate Russo

*Author | Psychologist | Eclipse Chaser
Founder, Being in the Shadow*

BEING
IN THE SHADOW

The request

Hi, I'm and I write for

I am doing a story about, For the

I would love to talk with you about

My deadline is

PREPARING YOUR INTERVIEW

CONTENT



KEY MESSAGE




PROCESS



**TOP TIPS FROM A
PSYCHOLOGIST –
(Kate's Couch)**

TOP PSYCH TIP 1 - manage your physical reactions

The Autonomic Nervous System



Sympathetic NS
Norepinephrine and Epinephrine
Fight, Flight or Freeze

Parasympathetic NS
Acetylcholine
Rest and Digest

Increases

- Heart rate
- Respiratory rate
- Blood pressure
- Pupil dilation

Decreases

- Digestion
- Urine production

Increases

- Digestion

Decreases

- Heart rate
- Respiratory rate
- Blood pressure
- Pupil dilation



- dissociation
- detachment
- suppression
- **child mode**

TOP PSYCH TIP 2 – Manage your thoughts



TOP PSYCH TIP 3 – It's not about you, it's your message



- Information can be conveyed in a flyer or website
- what can you add through an interview

SUMMARY

CONTENT



KEY MESSAGE



PROCESS



The 7th 'W' – Don't forget the wow!

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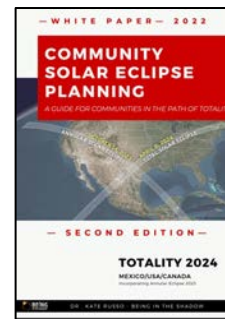
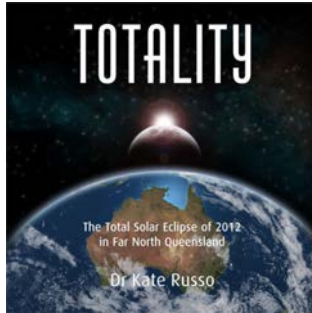
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STORY-TELLING AND SHARING EXPERIENCES



PROJECT: TOTALITY 2016 SULAWESI



PROJECT: TOTALITY 2019 ARGENTINA



PROJECT: TOTALITY 2023 AUSTRALIA





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