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

“Y’all have yourselves a good eeee-clipse!”
What is your most lasting memory of it?

y'all have yourselves a good eclipse

eeeeeeclipse

2017 ECLIPSE

“Y’all have yourselves a good eee-eclipse!”
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?
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• 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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