Organizing successful eclipse events

Michelle Nichols, Director of Public Observing
Adler Planetarium
2017 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
Goals in 2017 and 2023/2024:

• Increase the capacity of Illinois organizations to host their own eclipse observing events
• Make as many people as possible aware of what is happening
• Empower people to observe the solar eclipses themselves
• Serve as a trusted source of information for the public & the media
• Provide eclipse resources to our audiences
• Reach traditionally underserved rural, suburban, and urban audiences
• **Bring Chicago together to view the sky**
What we’re doing again:

• Temporary exhibit
• Solar viewers
• Being available to the media on short notice
• Helping our local museum partners with content
• Big day-of public events
• Marketing strategy & social media plan
• Southern Illinois outreach
What we are doing differently in 2023/2024:

• Spend more effort on helping people learn how to view the eclipse themselves without solar glasses
• Encourage solar viewer sharing
• Planning for several tens of thousands of people, even if it looks like it’ll be cloudy.
• Incorporating our digital channels (which mostly didn’t exist in 2017)
• Special focus on resources & professional development for public libraries in Illinois