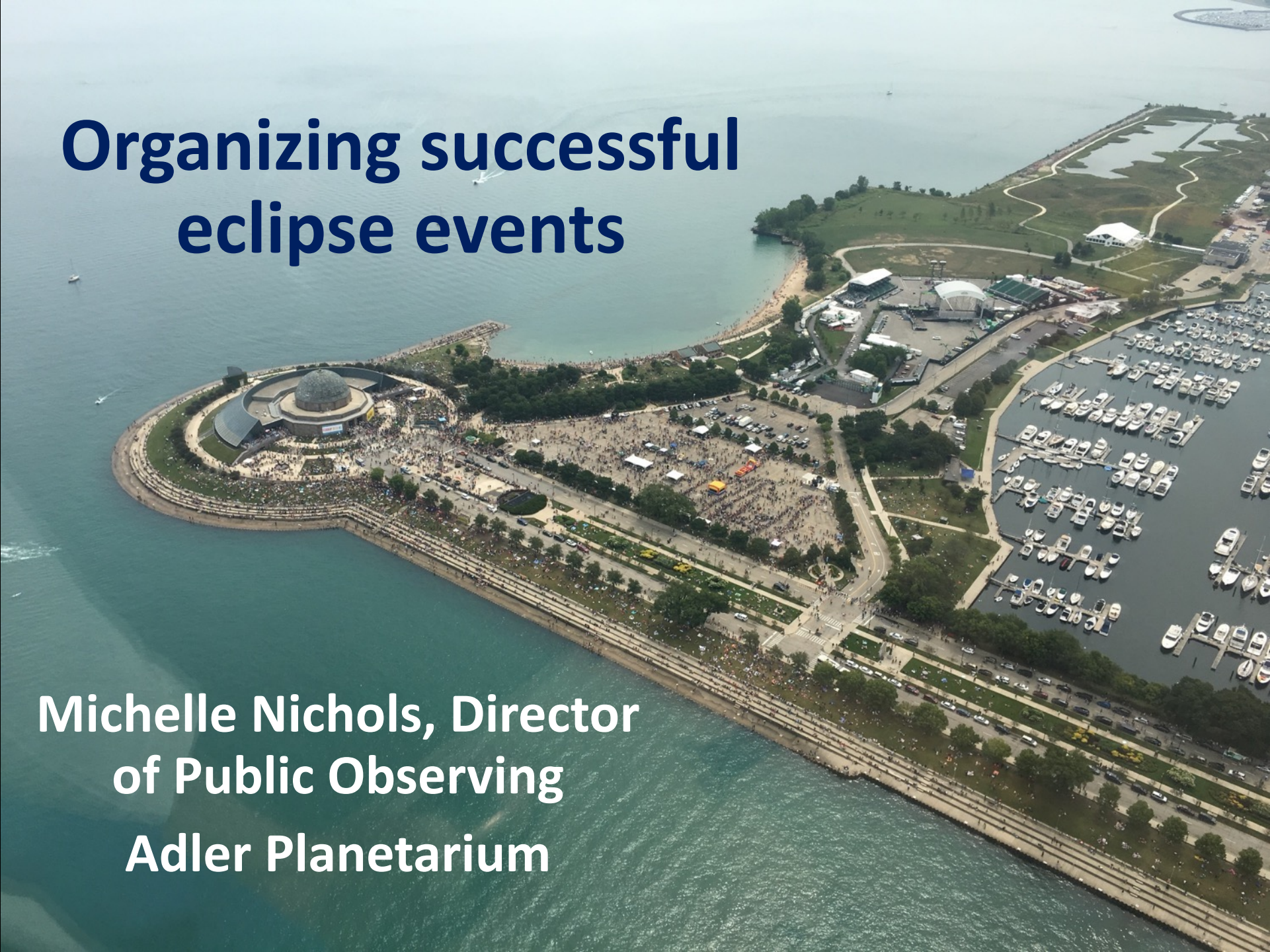


Organizing successful eclipse events

Michelle Nichols, Director
of Public Observing
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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

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