

Eclipse Messaging: What to Say & How to Say It

Rick Fienberg



AMERICAN
ASTRONOMICAL
SOCIETY

SKY & TELESCOPE
THE ESSENTIAL GUIDE TO ASTRONOMY

[illegible]

Americans and the 2017 Eclipse, Jon Miller (U. Michigan):

- 154 million people watched the eclipse directly.
- 62 million more watched it on TV or online.
- *The response was overwhelmingly positive.*

Drive times to the centerline of
the August 21, 2017 total solar eclipse

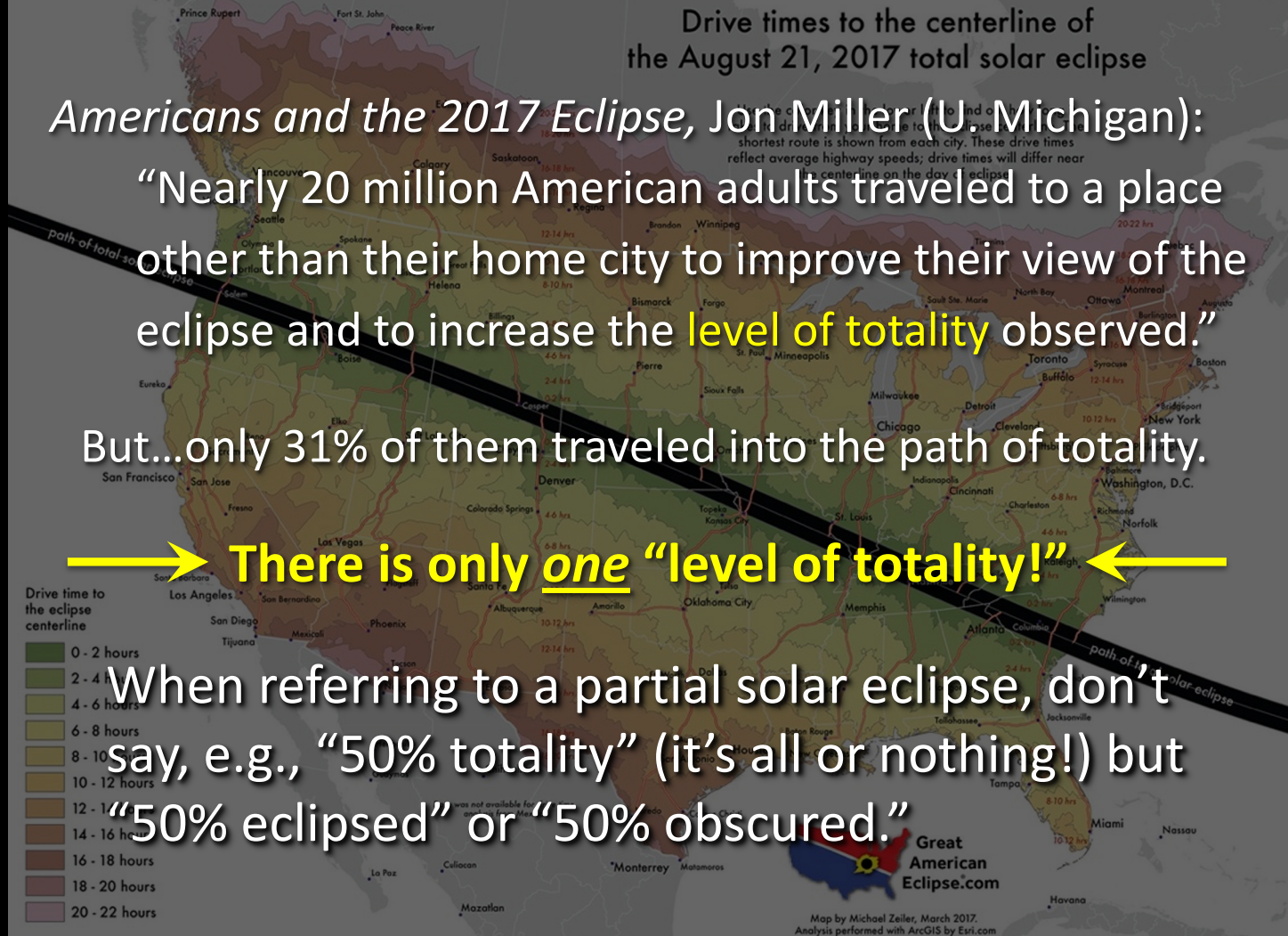
Americans and the 2017 Eclipse, Jon Miller (U. Michigan):

“Nearly 20 million American adults traveled to a place other than their home city to improve their view of the eclipse and to increase the **level of totality** observed.”

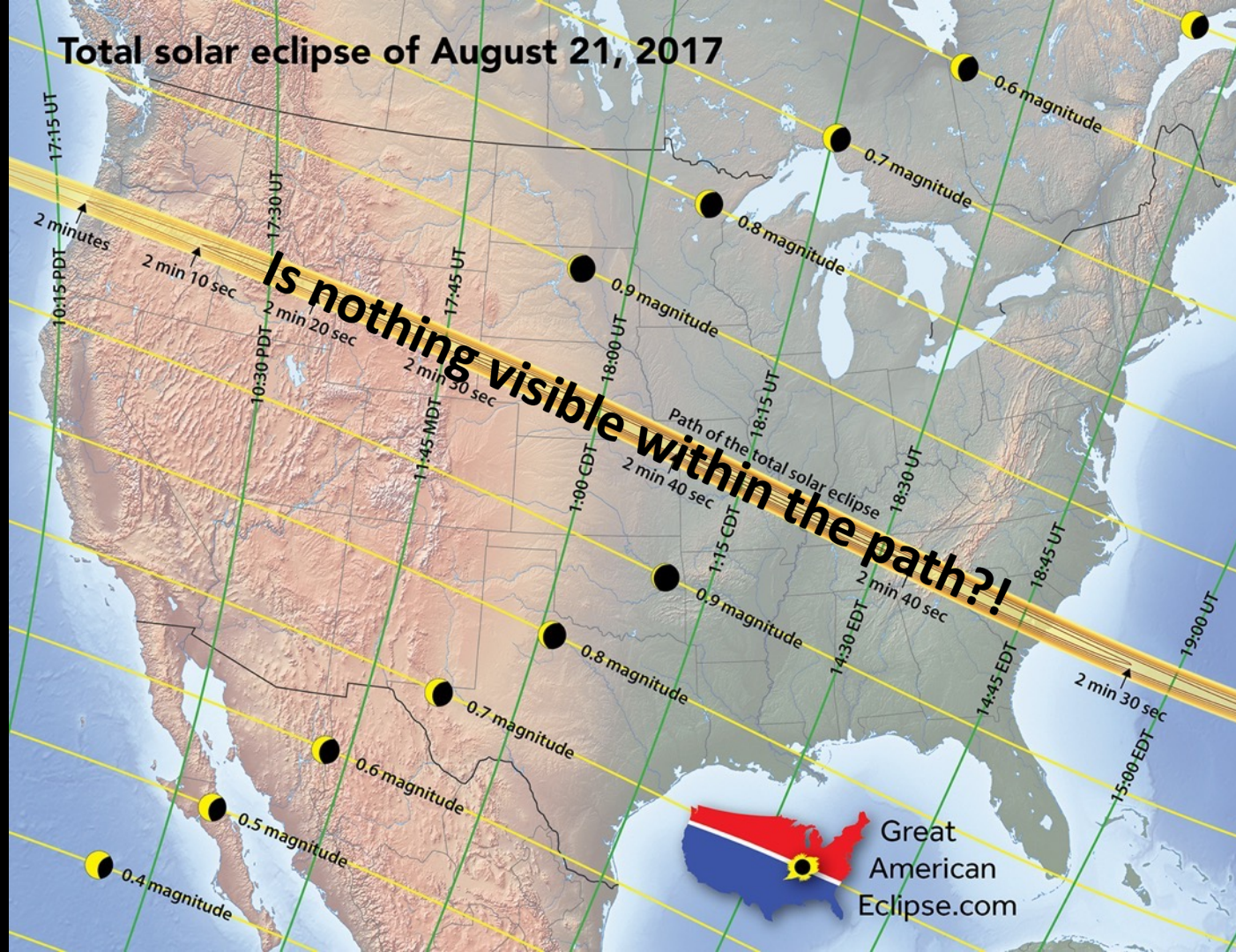
But...only 31% of them traveled into the path of totality.

→ **There is only one “level of totality!”** ←

When referring to a partial solar eclipse, don't say, e.g., “50% totality” (it's all or nothing!) but “50% eclipsed” or “50% obscured.”



Total solar eclipse of August 21, 2017

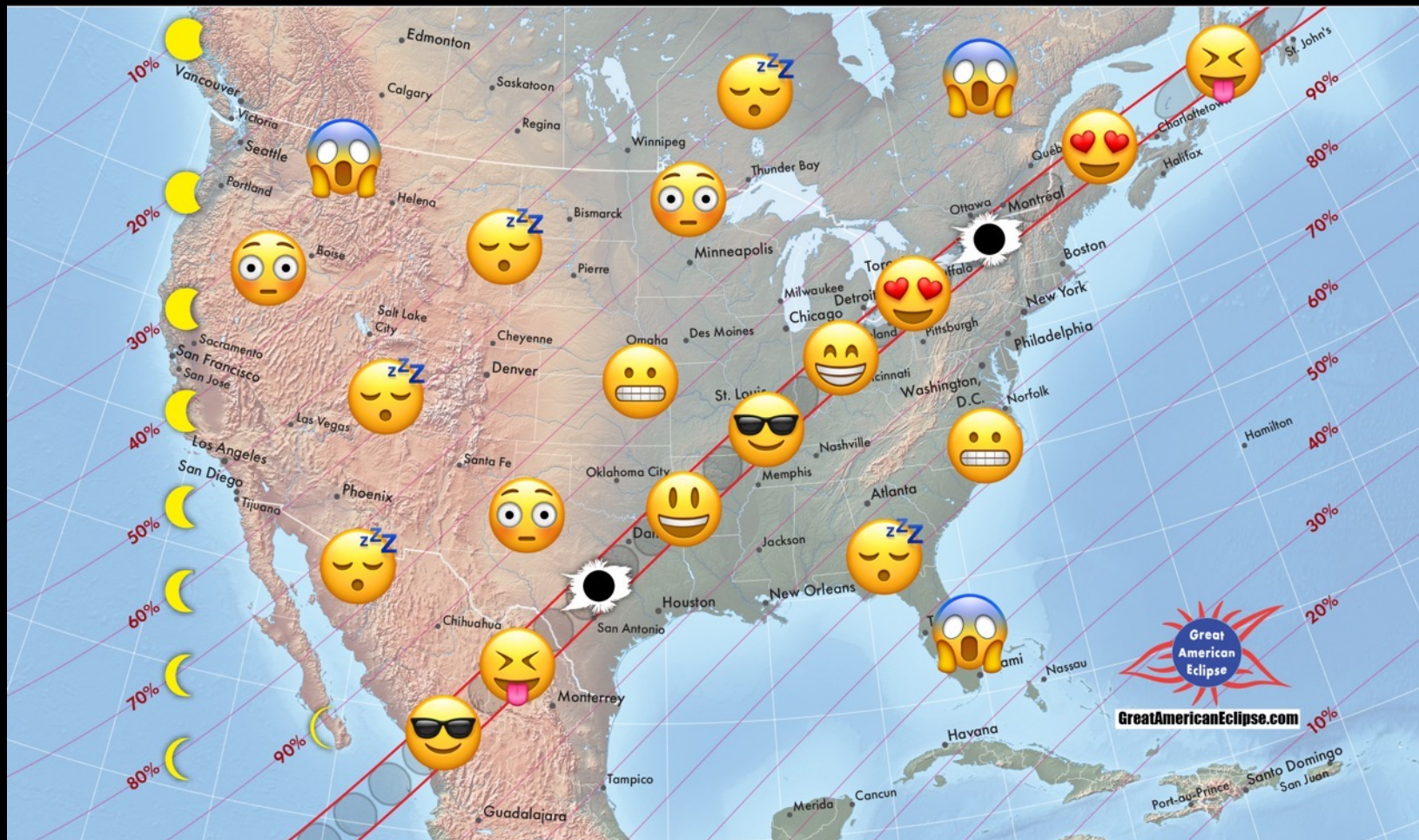


Is nothing visible within the path?!

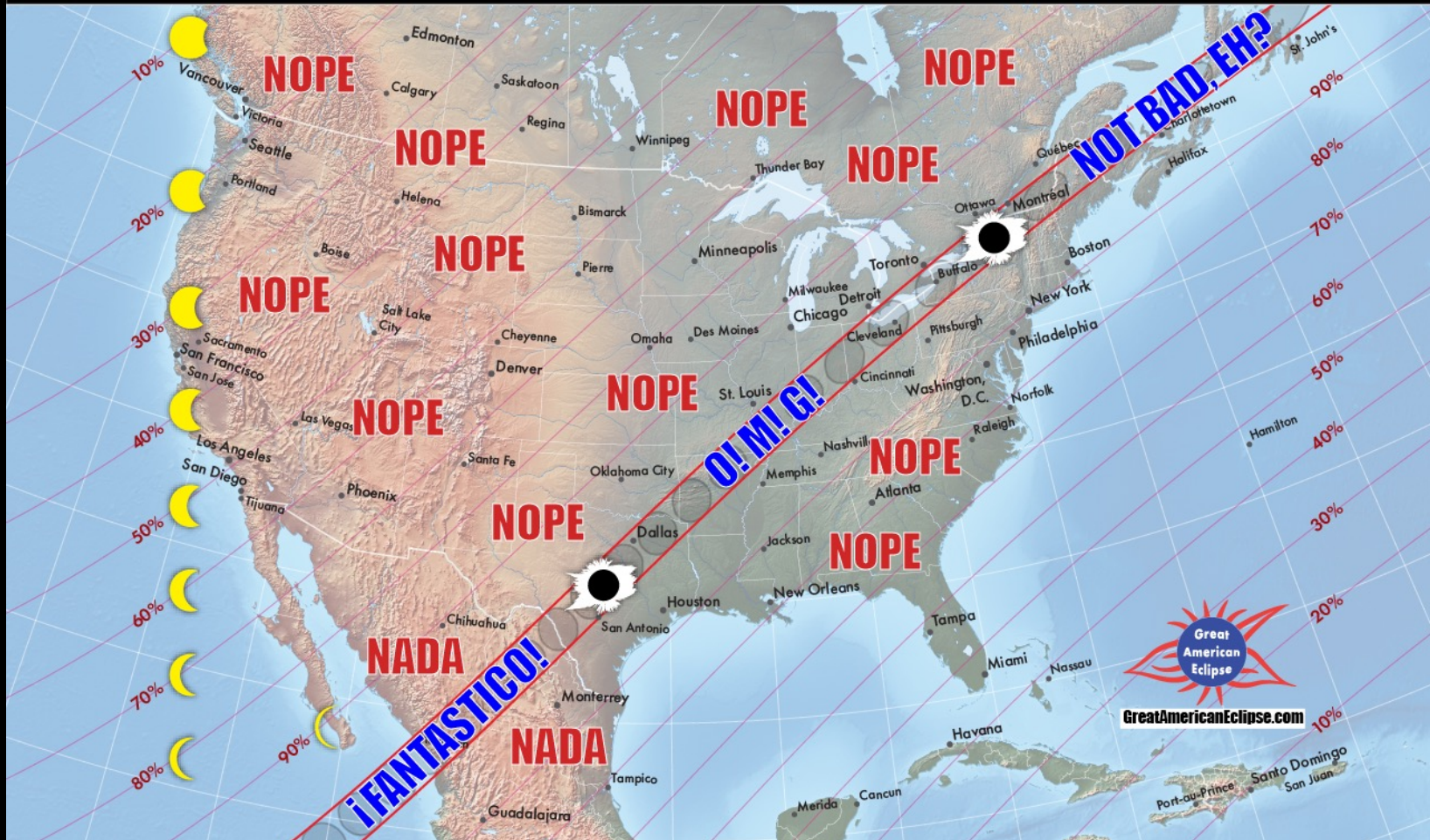


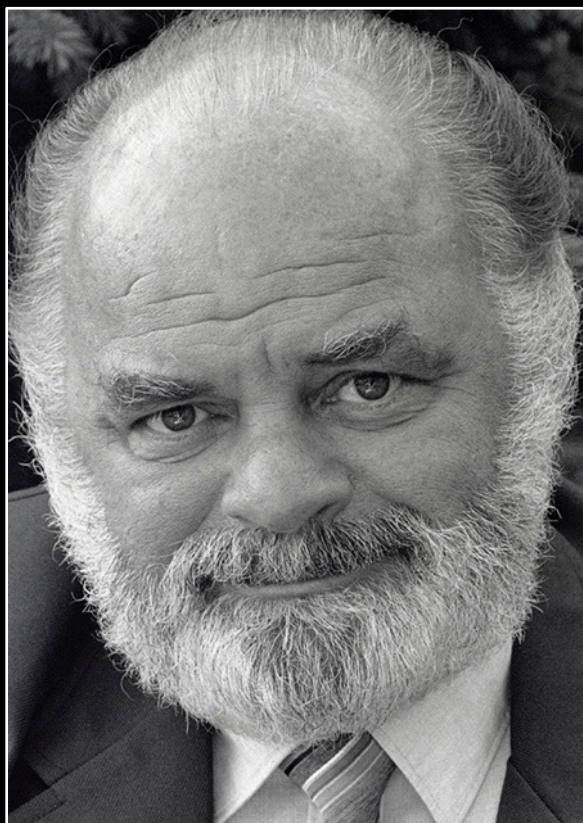
Great
American
Eclipse.com

HOW TO READ A MAP OF THE APRIL 8, 2024 TOTAL SOLAR ECLIPSE



HOW TO READ AN ECLIPSE MAP OF THE APRIL 8, 2024 TOTAL SOLAR ECLIPSE





Robert J. Lurtsema
(1931–2000)

RTF: “I didn’t know
you were interested in
astronomy.”

RJL: “I’m not.”

RTF: “Oh, then why’d
you come on this trip?”

RJL: “I’m interested in
beauty.”

For the public, a
total solar eclipse...

...is not necessarily
about astronomy!



Some of My Pet Peeves





Don't say, "A total solar eclipse is a rare event."



Do say, "It is rare for a total solar eclipse to occur in the place where you live."





Don't say, "A total solar eclipse is a once-in-a-lifetime experience!"



Do say, "You need to see a total solar eclipse at least once in your lifetime!"





Don't say, "*Never* look at the Sun without eye protection!"



Do say, "*Except during totality*, never look at the Sun without eye protection!"



Don't say, "Outside the path, you'll have a partial solar eclipse. Inside the path you'll have a total solar eclipse."



Do say, "Outside the path, you'll have only a partial eclipse. Inside the path, you'll have a total eclipse with partial phases on either side."

Solstice to Solar Eclipse: How to Plan for 2024 Solar Eclipse Tourism

June 21, 2022
Colonial Theatre
Bethlehem, NH
5-7:30 PM
DOORS AT 4:30



Join Us Tomorrow for This **FREE** Important Travel & Tourism Event!

Mark tomorrow's summer solstice by planning for the 2024 total solar eclipse!

On April 8, 2024, North Country skies will darken during a total solar eclipse. With 100 percent totality in northern towns like Colebrook and Pittsburg and 95 percent totality in the rest of the state, **New Hampshire is expecting an influx of thousands of visitors** to view this amazing once-in-a-lifetime event.

Argh!!!

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