

The background is a deep blue gradient with a subtle pattern of white stars. Overlaid on the left side are several white circular and semi-circular lines, some solid and some dashed, with small arrows indicating a clockwise direction. A large circular scale with numerical markings from 140 to 260 in increments of 10 is also visible on the left.

# TELLING THE ECLIPSE STORY

AAS ROCHESTER NY

22 OCT 22

SCOTT FYBUSH

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Journalist since 1992

Local TV news

Public radio – 19 years

Broadcast engineering / writer

Media consultant

Science junkie since age 8





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Standup comedian/storyteller







2017 ECLIPSE



2017 ECLIPSE





2017 ECLIPSE



*The story is just as much below as it is above!*





## 2017 ECLIPSE

Marion, Kentucky





## 2017 ECLIPSE

Marion, Kentucky (photo: Ari Fybush)





2017 ECLIPSE

Marion, Kentucky





2017 ECLIPSE

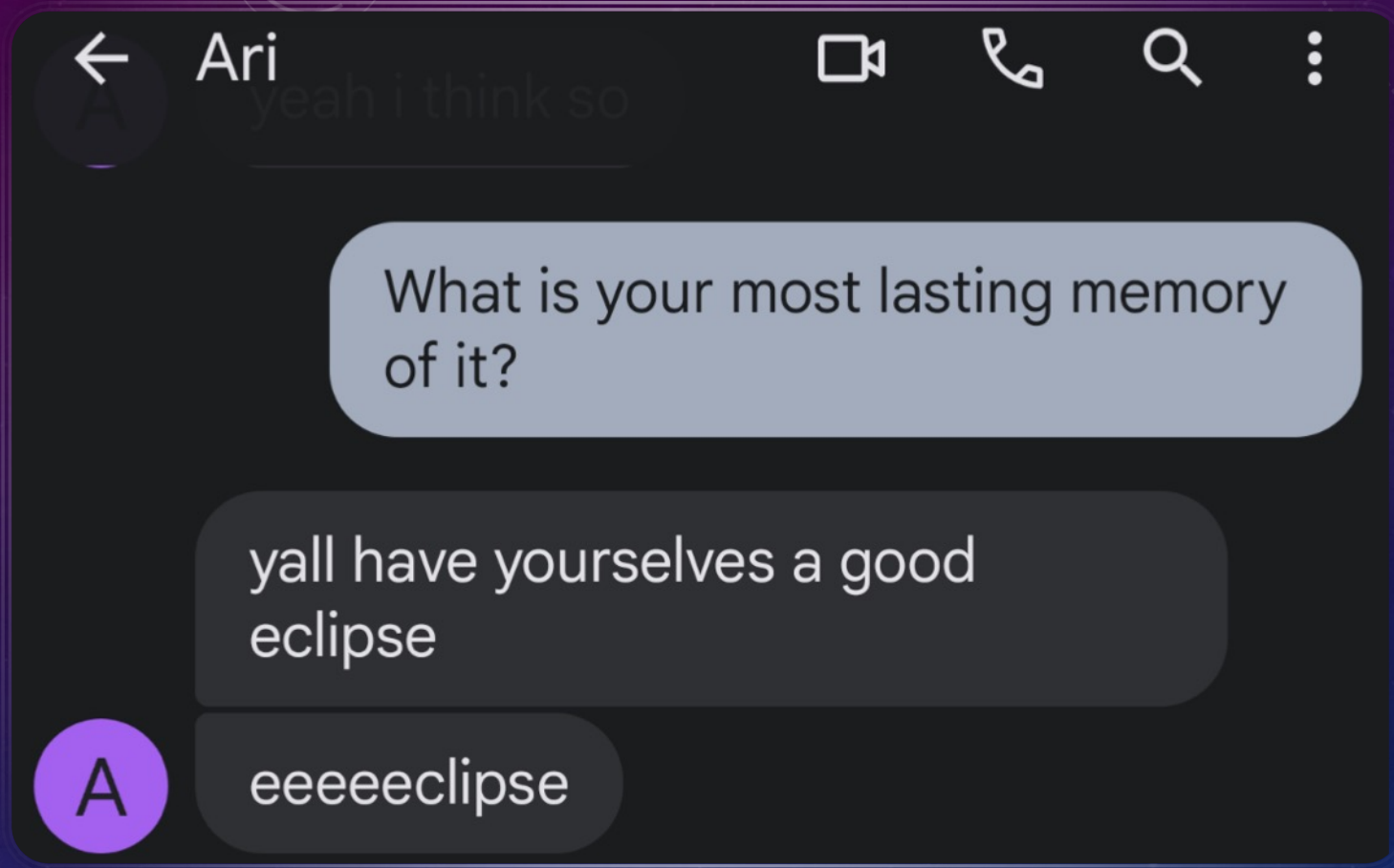




2017 ECLIPSE

*"Y'all have yourselves a good eeee-clipse!"*





2017 ECLIPSE

*"Y'all have yourselves a good eeee-clipse!"*

# YOUR LOCAL MEDIA

- This is all new to them (but look for the veterans)
- They may be all new to you
- Guide them to interesting stories beyond the obvious
- Use your experts to help them figure out what/how to cover
- Trust public media!



# 2024 IN YOUR BACKYARD

- Literally “once in a lifetime”
- How do you want to use your 200 seconds?

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\*don't put eclipse glasses on your dog, they won't stay!



# 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!

# TALK TO ME!!



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