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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Broadcast engineering / writer
Media consultant
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Standup comedian/storyteller
2017 ECLIPSE
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The story is just as much below as it is above!
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 eeeeeeclipse!”
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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• 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!
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!