



# DON'T FORGET THE

# WOW!!

## Conveying the Awe and

## Wonder of Totality

*Dr. Kate Russo, Founder, Being in the Shadow*

AAS SETF Eclipse Planning Workshop, San Antonio TX, Sep 29-30, 2023

**BEING**  
IN THE SHADOW .COM

**STAND UP!!**

**BEING**  
IN THE SHADOW .COM



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*'Experience totality—above you, around you, within you'*



# 3 ASPECTS TO TOTALITY



## INTELLECTUAL APPRECIATION

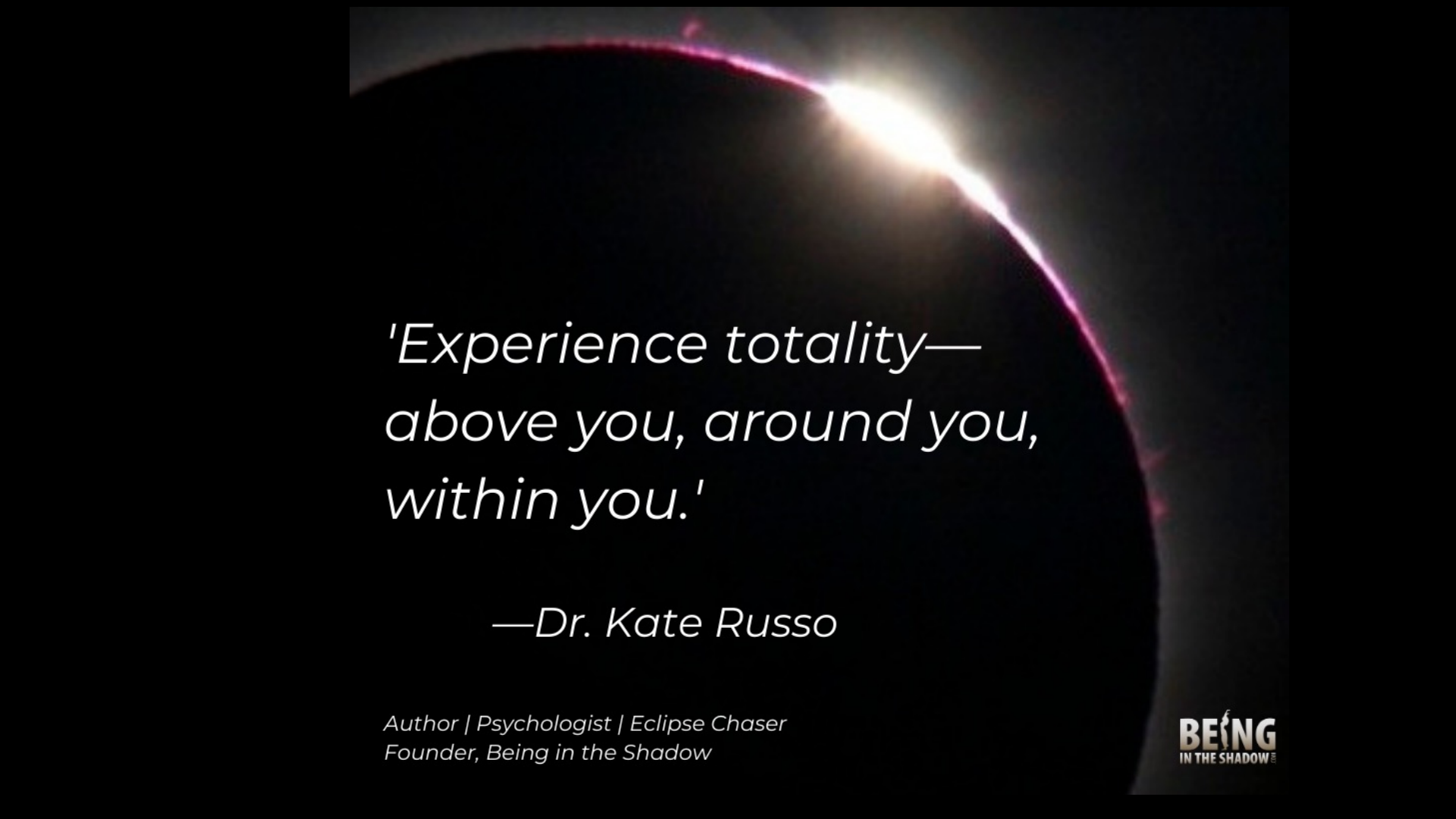
- Alignment
- Coincidence of scale
- Universe in 3D
- Beauty of corona

## IN-THE-MOMENT HUMAN RESPONSE

- Sense of wrongness
- Primal Fear
- Awe
- Connectedness
- Euphoria
- Desire to repeat

## TRANSFORMATIVE IMPACT

- Time
- Place
- Person



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*—Dr. Kate Russo*

*Author | Psychologist | Eclipse Chaser  
Founder, Being in the Shadow*

**BEING**  
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# The request .....

Hi, I'm .... and I write for .....

I am doing a story about ....., For the .....

I would love to talk with you about ....

My deadline is .....

# PREPARING YOUR INTERVIEW

## CONTENT



## KEY MESSAGE



## PROCESS




**TOP TIPS FROM A  
PSYCHOLOGIST –  
(Kate's Couch)**



# TOP PSYCH TIP 1 - manage your physical reactions

## The Autonomic Nervous System



**Sympathetic NS**  
Norepinephrine and Epinephrine  
Fight, Flight or Freeze

**Parasympathetic NS**  
Acetylcholine  
Rest and Digest

**Increases**

- Heart rate
- Respiratory rate
- Blood pressure
- Pupil dilation

**Decreases**

- Digestion
- Urine production

**Increases**

- Digestion

**Decreases**

- Heart rate
- Respiratory rate
- Blood pressure
- Pupil dilation



- dissociation
- detachment
- suppression
- **child mode**

## TOP PSYCH TIP 2 – Manage your thoughts



## TOP PSYCH TIP 3 – It's not about you, it's your message



- Information can be conveyed in a flyer or website
- what can you add through an interview

# SUMMARY

## CONTENT



## KEY MESSAGE



## PROCESS



The 7<sup>th</sup> 'W' – Don't forget the wow!

# BEING IN THE SHADOW<sup>COM</sup>

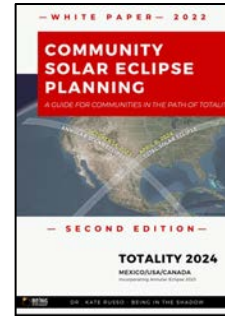
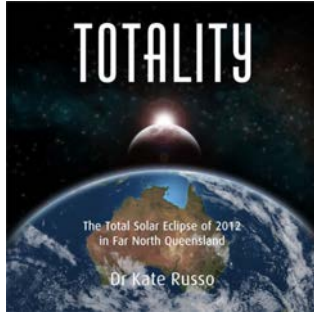
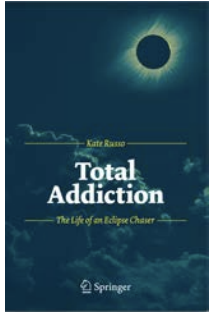
[kate@beingintheshadow.com](mailto:kate@beingintheshadow.com)

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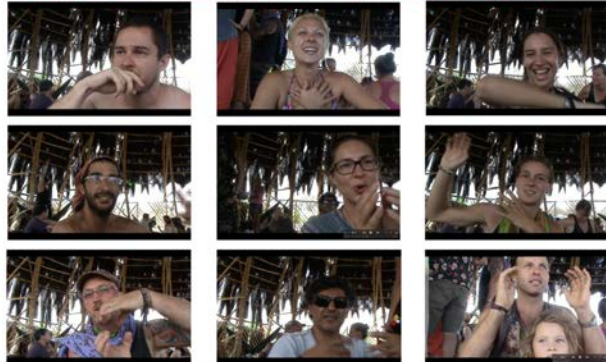
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# STORY-TELLING AND SHARING EXPERIENCES



## PROJECT: TOTALITY 2016 SULAWESI



## PROJECT: TOTALITY 2019 ARGENTINA



## PROJECT: TOTALITY 2023 AUSTRALIA





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