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
STAND UP!!
‘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

‘Experience totality—above you, around you, within you’
'Experience totality—above you, around you, within you.'

—Dr. Kate Russo

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

‘Experience totality—above you, around you, within you’
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
- Increases
  - Heart rate
  - Respiratory rate
  - Blood pressure
  - Pupil dilation
- Decreases
  - Digestion
  - Urine production

**Parasympathetic NS**
- Acetylcholine
- Rest and Digest
- Increases
  - Digestion
- Decreases
  - Heart rate
  - Respiratory rate
  - Blood pressure
  - Pupil dilation

- dissociation
- detachment
- suppression
- child mode

‘Experience totality—above you, around you, within you’
TOP PSYCH TIP 2 – Manage your thoughts

‘Experience totality—above you, around you, within you’
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 7th ‘W’ – Don’t forget the wow!

‘Experience totality—above you, around you, within you’
kate@beingintheshadow.com

FB: @Beingintheshadow

Beingintheshadow.com

‘Experience totality—above you, around you, within you’
STORY-TELLING AND SHARING EXPERIENCES

'Experience totality—above you, around you, within you'
‘Experience totality—above you, around you, within you’