

Eclipse Messaging

Hype it!

Dr. Danielle Adams

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Lowell
OBSERVATORY

Worlds Revealed



Photo: Mike Kentrianakis

Solar Eclipse

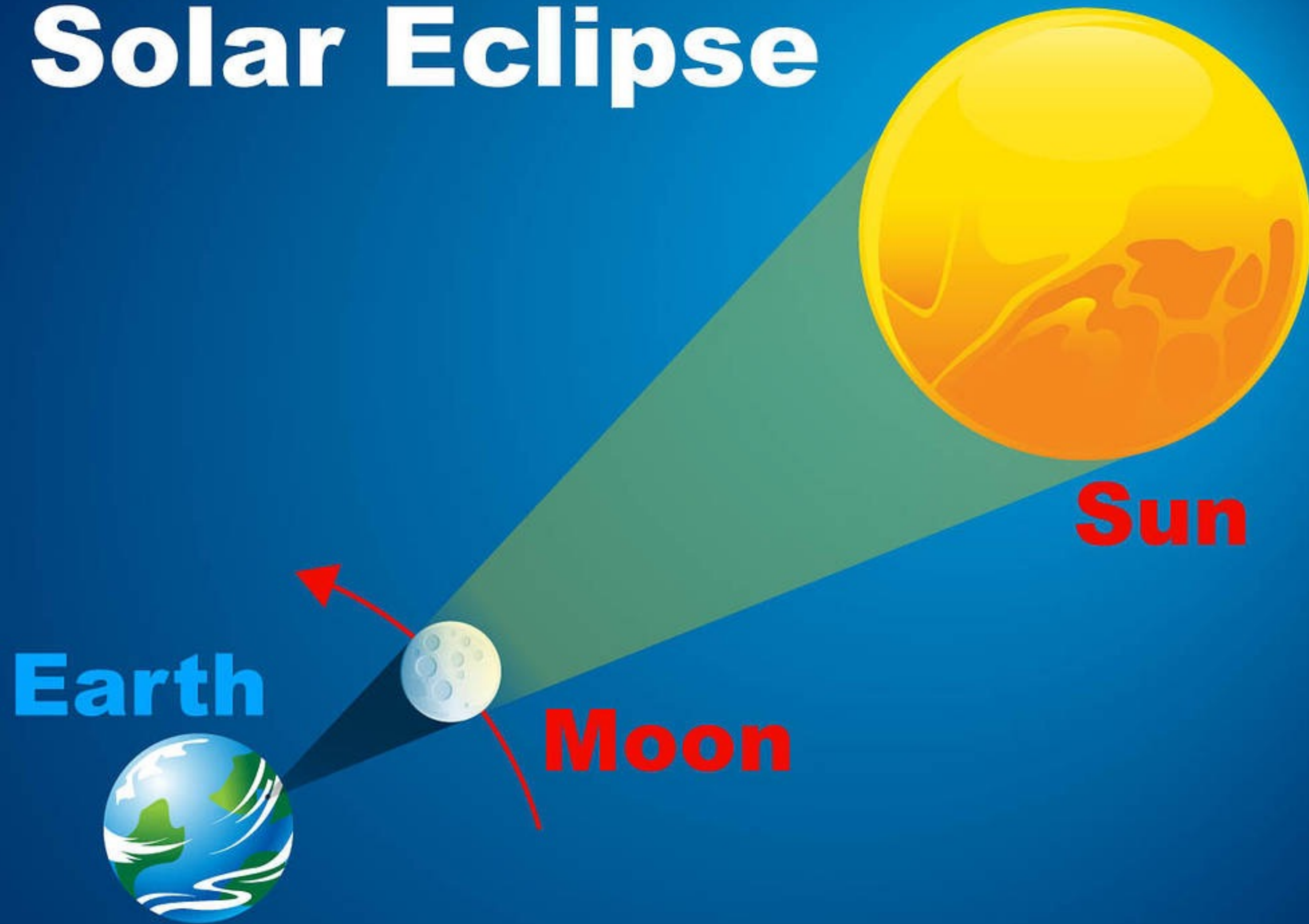


Photo:
Joe Sexton/
Jesse Angle



APRIL 8, 2024

ECLIPSE OVER TEXAS

LIVE FROM WACO



eclipseovertexas2024.com

McLANE STADIUM

APRIL 8, 2024
**ECLIPSE
OVER TEXAS**

LIVE FROM WACO

COUNTDOWN FOR PRESS CONFERENCE

00 00 00 00
DAYS HOURS MINUTES SECONDS

JOHN EDDIE WILLIAMS FIELD



Baylor University





~ 99% totality

Cannot be seen with naked eye
- requires eclipse glasses
(shot with filter)



100% totality

Can be seen with naked eye
during totality - eclipse glasses
required before and after totality
(shot without any filter)

photos: Paul Vachier

Eclipse Messaging

Hype it!

- Don't be boring.
- Highlight the visceral experience.
- Media need this, too.

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