

# Press Release Graphic Organizer

Organization: University of Toledo Topic: Total Solar Eclipse

Purpose (What do I want people to do?): Come to the Eclipse watching Event at Toledo

## 5 Ws & H

**Who?** Nicky Gorney - UToledo Media Relations Specialist  
**What?** Solar Eclipse Watching & Activities  
**Where?** Glass Bowl Stadium & central mall  
**When?** Event: Noon - 4:30 Eclipse: Around 3:15, Mon. April 8  
**Why?** To experience the last total eclipse to go through Toledo until 2099  
**How?** Viewing on the screen, safety glasses provided (first 9,000 people)

Angle: So what? Why should anyone care about this?

• This is a once in a lifetime event. Toledo won't be in the Eclipse path again until 2099

Intended Target Audience:

Audience Analysis (What are their beliefs, biases, needs, and interests? What do they need to know, believe, or feel in order to act?)

- College Students / Toledo Residents
- People interested in science and/or the eclipse

Messaging: How do I want this topic or organization to be perceived and discussed?

• I want it to be perceived as a fun but educational event that students & the public want to come to, to be able to experience this unique event.

## Key Details

- Activities - Inflatables, food trucks, student demos, & labeling
- Parking: first come first served - Extra @ Toledo Early College
- Regular class schedule
- Totality for 1.5 minutes
- Event will happen no matter the weather
- Glass Bowl: Trivia, narrator, provided glasses - 9,000
- Open to anyone (not just Toledo students & residents)

To enhance my PR, I need to cite quotes from Nicky Gorney & Brooke Mellott

## Outline Paragraphs

Lead

- 1 Basic info about event → 5 W's & H
- 2 Why they should come
- 3 Parking info / where to go specifically
- 4 Activities / what there is to do
- 5 Other important miscellaneous info
- 6 Closing statements

About Org

Star Saftay

Last Eclipse Sighting until 2099

• 2024 Total Solar Eclipse

Ideal Headlines

- Once in a lifetime no light event
- A minute and a half of total darkness

Headlines need to convey the essential information while grabbing a reader's attention right away in 5-10 words.