



The Eclipse Crossroads of America

Photos and Facts

Southern Illinois University Carbondale

Comic Con



Comic Con snapshot

- Based in the university's Student Center
- 10 a.m. to 5 p.m. Saturday, August 19, and Sunday, August 20
- 2,713 attendees
- 65 vendors
- Southern Illinois Jedi Order, 501st Storm Trooper Legion and R2 Builder interacted with guests
- 22 Gaming competitions
- 12 panel discussions or performances
- 10 informational and activity booths
- 30 art pieces by various artists on display



Costumes and props





Merchandise and games

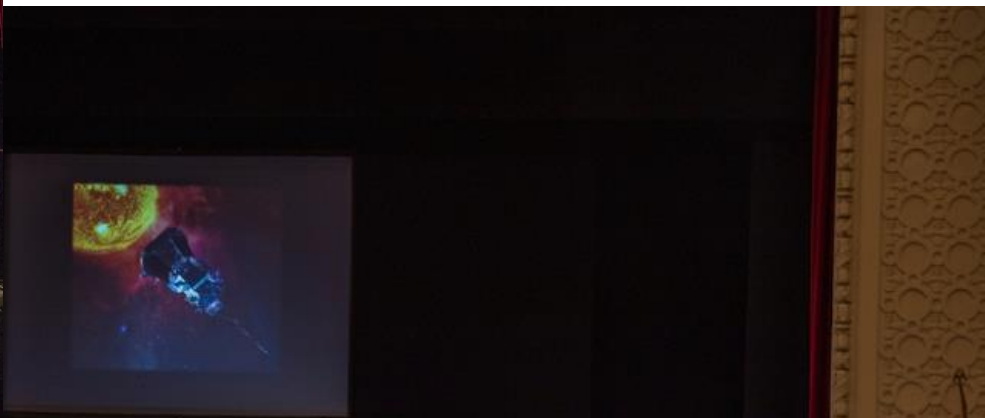


Planetary Radio



Planetary Radio snapshot

- Based in Shryock Auditorium
- Live taping by WSIU public broadcasting from 5 to 6:30 p.m. Sunday, August 20
- 1,100 free tickets provided
- Host Mat Kaplan interviewed two expert panels:
 - Science panel: Thanasis Economou, senior scientist, Enrico Fermi Institute; Nergis Mavalvala, Marble Professor of Astrophysics at MIT; Lucianne Walkowicz, Baruch S. Blumberg Chair in Astrobiology, Library of Congress, and Adler Planetarium astronomer; Steve Clarke, director of heliophysics division, Science Mission Directorate, NASA Headquarters
 - Outreach panel: Bob Baer, SIU Carbondale Solar Eclipse Committee co-chair and Illinois Citizen CATE Coordinator; Mike Kentrianakis, eclipse project manager, American Astronomical Society; Michelle Nichols, director of public observing, Adler Planetarium; Kevin Morefield, SIU Carbondale alumnus and astrophotographer; Lou Mayo, heliophysicist and science educator, Goddard Spaceflight Center
- The Jenny Johnson Band provided entertainment prior to show and during the transition between panels



Panelists and performers for the live broadcast

Crossroads Science and Technology Expo



Science and Technology Expo snapshot

- Based in SIU arena
- 9 a.m. to 5 p.m. Sunday, August 20, and Monday, August 21
- Free event
- Attendance was not tracked, but NASA prepared materials for more than 10,000 people and all were distributed by early eclipse day (it was a very popular venue since it was air conditioned!)
- 39 vendors
- More than 20 experts in science and astronomy provided talks
- 2 inflatable planetariums provided astronomy shows to guests
- WSIU worked with PBS to have Jet Propulsion from the show *Ready, Jet, Go!* onsite to meet fans



Presentations



**Activities and Jet
from the PBS series
"Ready, Jet, Go"**



**Activities:
green screen**

Eclipse at the Stadium

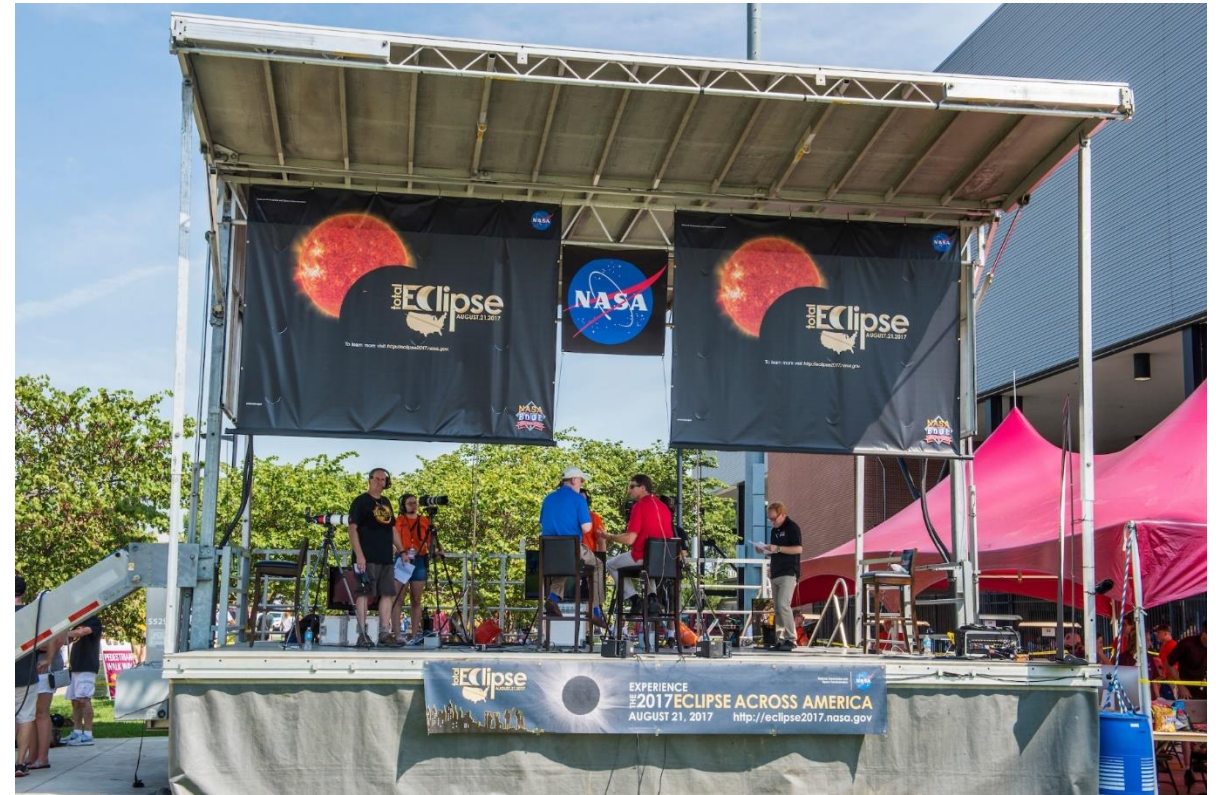


Eclipse snapshot

- Based at Saluki Stadium
- Program from 10 a.m. to 3 p.m. (see planning documents for details)
- 13,329 tickets purchased
- 1,869 tickets provided to school groups
- 1,200 free tickets provided to SIU students
- 190 VIP tickets
- All stadium suites were sold or provided to partners like NASA
- Hosted by Planetary Radio's Mat Kaplan

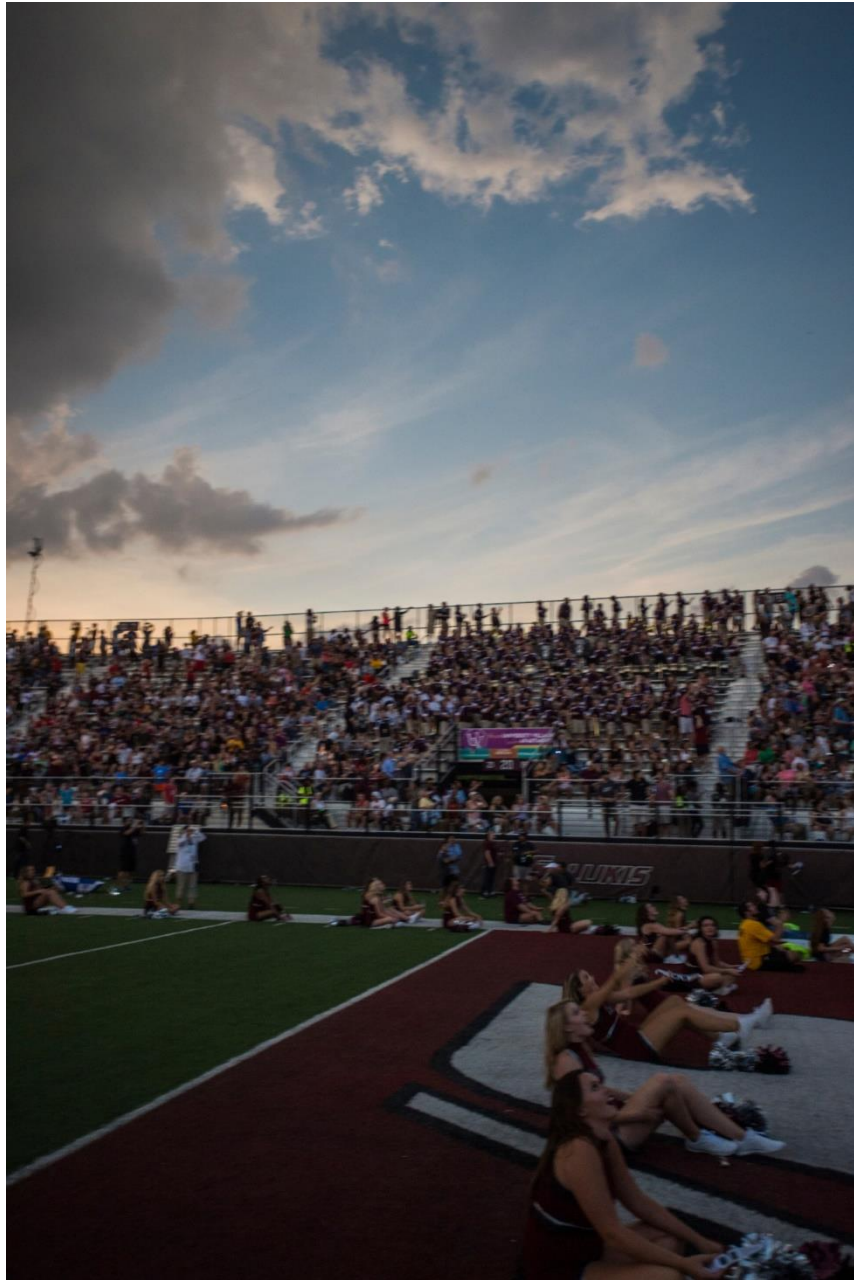


Eclipse event stage inside of the stadium and NASA livestream stage outside of the stadium





The stadium is filled just before the eclipse; rooftop was reserved for VIPs, including sponsors and the governor and his family



During the
eclipse





**On-field activities:
engineering student
moonbuggy team,
telescopes, high altitude
research balloon launch –
and Star Wars!**





School groups

Showing the Saluki spirit





Media: CBS news reporter and set, some of the more than 250 on-site media crews, a few of the more than 25 satellite trucks, reporters filing stories



Marketing collateral



Provided approximately 40,000 SIU-branded eclipse glasses to school and community groups; in addition, we provided glasses to all SIU students, faculty, staff and stadium attendees for an overall total of approximately 75,000



**Special eclipse
version of popular,
annually produced
Saluki “Dawg” fan
provided to all
stadium attendees**

**WELCOME TO ECLIPSE DAY
AT SOUTHERN ILLINOIS UNIVERSITY CARBONDALE!**
August 21, 2017

Did you know...?

- SIU will be the “Eclipse Crossroads of America” twice: total solar eclipses will take place on Aug. 21, 2017, and April 8, 2024.
- Joan Higginbotham, a 1987 graduate of the College of Engineering, rode the Space Shuttle Discovery during a 12-day mission to the International Space Station.
- The College of Science hosts an annual Expanding Your Horizons program, bringing young women to campus for workshops in science, technology, engineering and math.
- The College of Engineering’s steel bridge, concrete canoe and “moon buggy” teams are top contenders at competitions.
- SIU is a nationally ranked doctoral research university and offering more than 200 undergraduate and graduate programs and enrolling students from all 50 states and more than 100 countries.
- SIU’s mascot is the Saluki, an ancient breed of tall, slender hunting dogs known for speed, endurance and strength. The Saluki pictured is Phadre.

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2017 2024
SOUTHERN ILLINOIS
Eclipse Crossroads of America



/SouthernIllinoisUniversityCarbondale



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Produced by
University Communications
and Marketing
XII, 8/17



More than five million Pepsi cans promoting the eclipse were distributed through a partnership with Pepsi MidAmerica