



2024 Chancellor's Excellence Awards Entry

Leveraging the 2024 Total Solar Eclipse to Maximize Visibility for UTSA's Core Expertise in Space Science

The University of Texas at San Antonio
Office of University Strategic Communications

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Category

Communications

Luncheon Attendee

Christi Fish
Sr. Executive Director, University Communications

About the Entry

In Fall 2023, the UTSA Office of University Strategic Communications began planning for the April 8, 2024 total solar eclipse. The event provided UTSA with an opportunity to raise awareness of the university's core capabilities in space science, with a focus on the breadth, depth and variety of space-related research programs underway at UTSA.

Space science is estimated to become a multitrillion-dollar industry over the next decade. Harnessing Texas' capabilities in space science continues to be a priority for Governor Abbott and the University of Texas System. Our goal was to put UTSA on the map in space science, further elevating the university, the UT System and our state.

At the same time, because space is such a technical discipline, we needed to tell our story in a digestible way. The 2024 total solar eclipse provided us with this opportunity. University Strategic Communications developed a creative integrated communications plan that included strategic messaging, compelling storytelling, podcasts, social media, media relations and a magazine. Every member of our team had a role in this comprehensive project.

Results:

- 757 news stories, including 22 national stories
- 341 million in impressions and \$4.8M in positive ad value equivalency
- Media coverage in most major markets
- A series of five faculty op-eds in the San Antonio Express-News (earned, not paid)
- 19 UTSA Today stories over six weeks, 272k impressions and 5,312 link clicks
- Five podcasts
- 3,829 Sombrilla Magazine Online pages views
- 237 social media posts, 1.4M social media impressions and 56k engagements



A Framework for Maximizing UTSA Visibility

Spring 2024 Eclipse & UTSA Space Science Expertise
UNIVERSITY STRATEGIC COMMUNICATIONS

TOTAL SOLAR ECLIPSE 2024

The Eclipse Journey



TOTAL SOLAR ECLIPSE 2024

Earned Media Results



Three UTSA experts tapped by CNN
Angela Speck – Bulent Temel – Chris Packham

TOTAL SOLAR ECLIPSE 2024

Storytelling Arc



Importance of the path of totality



UTSA's campus viewing party



Eclipse to promote STEM careers



How bees respond to the eclipse



LightSound devices make eclipse accessible



Economic impact of the eclipse



Native American ties to eclipses

generate hundreds of millions of
Texas

One economist is calling it "the most profitable 22 minutes in Texas history"

How Dark It Will Get During The
Total Eclipse — And Why

New York Times

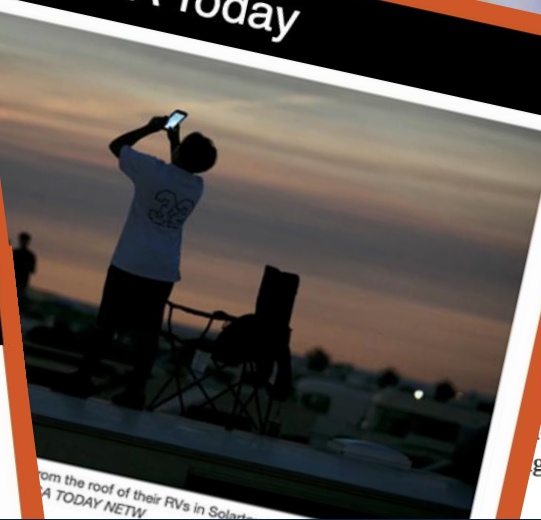
USA Today

San Antonio Express-News

**'Entrancing': Tattooed UTSA astrophysicist an
'empress of the eclipse'**

KERA News

**Eclipsenomics: Solar eclipse
expected to generate hundreds of**



Scientists in San Antonio plan to stash recording devices in
hives to study how bees orient themselves using sunlight,
and how the insects respond to the sudden atmospheric
changes during a total eclipse.

757 stories overall including 22 national stories in 8 weeks
Average: 600 stories earned/quarter

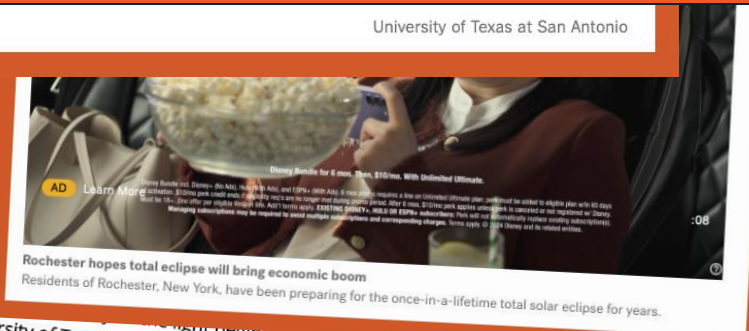
UTSA

For today's total
eclipse, UTSA
astronomy at the
ball cowboy hat w



"It's not darker than being in the shade
at day-darkness," said Dr. Angela
Speck, professor of physics and astronomy department of
UTSA. "During a partial eclipse, there is still at least
50% of the sun's light visible."

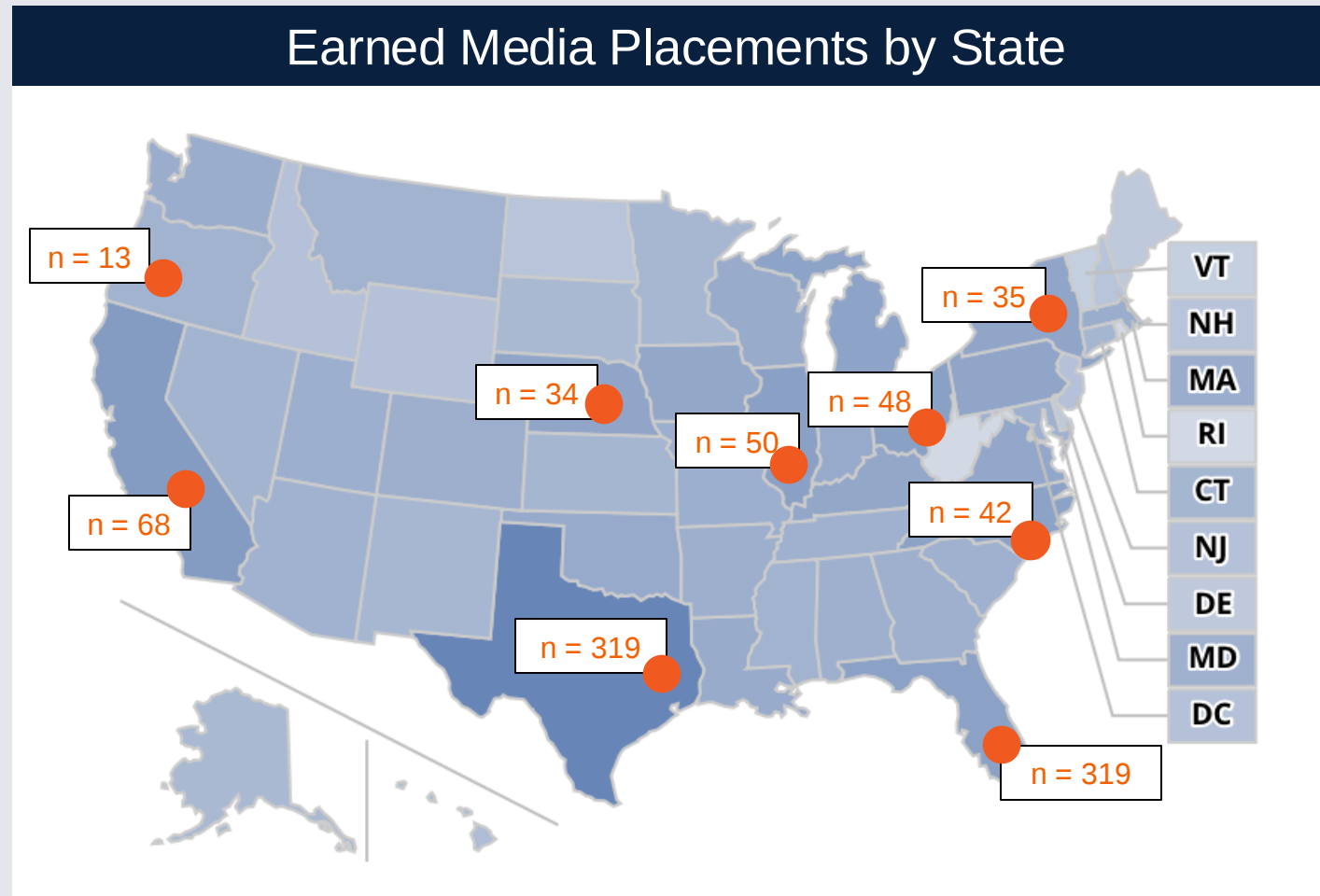
Plants and animals will begin to react in the lead-up to
totality. "Plants and animals will begin to react in the lead-up to
totality," said Dr. Angela Speck, professor of physics and astronomy at the University of Texas at San Antonio.
"Once it gets to about 75%, 80% eclipsed, there's enough sunlight missing that animals will start to react,"
she said.



Rochester hopes total eclipse will bring economic boom
Residents of Rochester, New York, have been preparing for the once-in-a-lifetime total solar eclipse for years.

TOTAL SOLAR ECLIPSE 2024

Earned media coverage in most major markets



TOTAL SOLAR ECLIPSE 2024

UTSA Today Results

272,053
impressions
over six weeks

19
UTSA Today
stories over six
weeks

5,312
link clicks over
six weeks

Typical readership **~250k impressions/12 weeks**

UTSA Today exceeded quarterly traffic numbers
in **just six weeks**.

The LightSound workshop: How UTSA is making April's eclipse accessible for people who are visually impaired

ASTRONOMICAL IMPACT

UTSA researchers, staff and students commemorate rare total solar eclipse

MARCH 12, 2024 — A total solar eclipse is a breathtaking phenomenon and UTSA is doing its part to ensure that everyone has the opportunity to experience this once-in-a-lifetime event. UTSA participated in a nationwide effort to build LightSound devices, which convert light into sound to make solar eclipses more accessible to people who are blind or have low vision.

Similar in size
come in various
boards.

On Monday, April
positions itself

Groups of UTSA
They soldered
the year to be



Faculty Voice: Eclipsenomics — April's solar eclipse will be the most profitable 22 minutes in Texas history

APRIL 8, 2024 — Editor's note: The San Antonio Express-News ran the following op-ed [online](#) on (March 17) and in print on (March 18).

The total solar eclipse on April 8 is predicted to attract up to 3.7 million visitors in the 15 states where it will occur and stimulate the nation's economy by up to \$1 billion.

In Texas alone, an anticipated 180,000 to 720,000 visitors to the path of totality could translate into \$285 million of revenue for local businesses. Given that the total eclipse will cross Texas for a total of 22 minutes, this gain could be the largest revenue generation per minute in the state of Texas' 179-year history.

Several factors will make it possible.



"In Texas alone, an anticipated 180,000 to 720,000 visitors to the path of totality could translate into \$285 million of revenue for local businesses."

First, the total solar eclipse will pass through three of the four most populous metro areas in Texas: San Antonio, Austin and Dallas-Fort Worth. Nearly 13 million Texans live in the path of totality and will be able to observe this unique event.

TOTAL SOLAR ECLIPSE 2024

Planet UTSA Podcast Results



- First-time use of podcasts to showcase our expertise
- Hundreds of listeners to each podcast
- Compelling content; easily consumable
- All five drew captive audiences

TOTAL SOLAR ECLIPSE 2024

Social Media Results

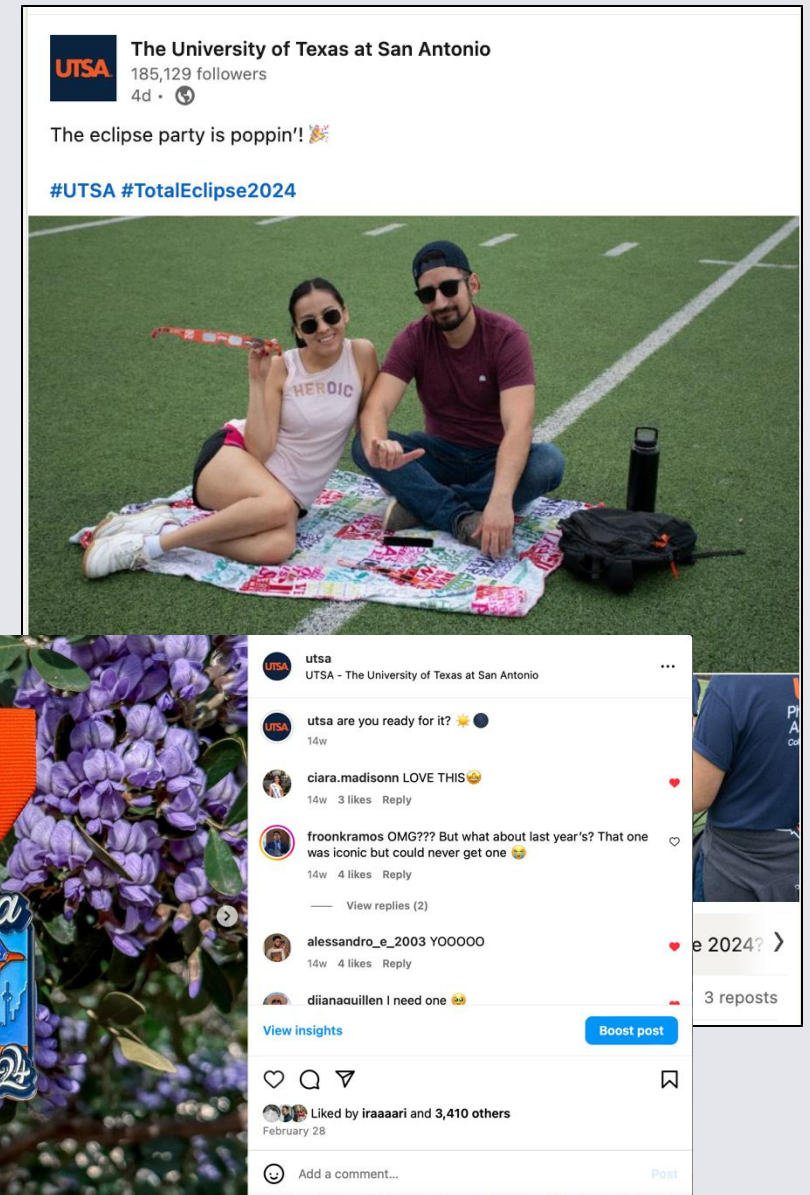
February 27 – April 15 results

1,433,468 impressions

56,156 engagements

11,112 link clicks

237 posts



TOTAL SOLAR ECLIPSE 2024

Social Media Example

Total solar eclipse timelapse

220,648 total views

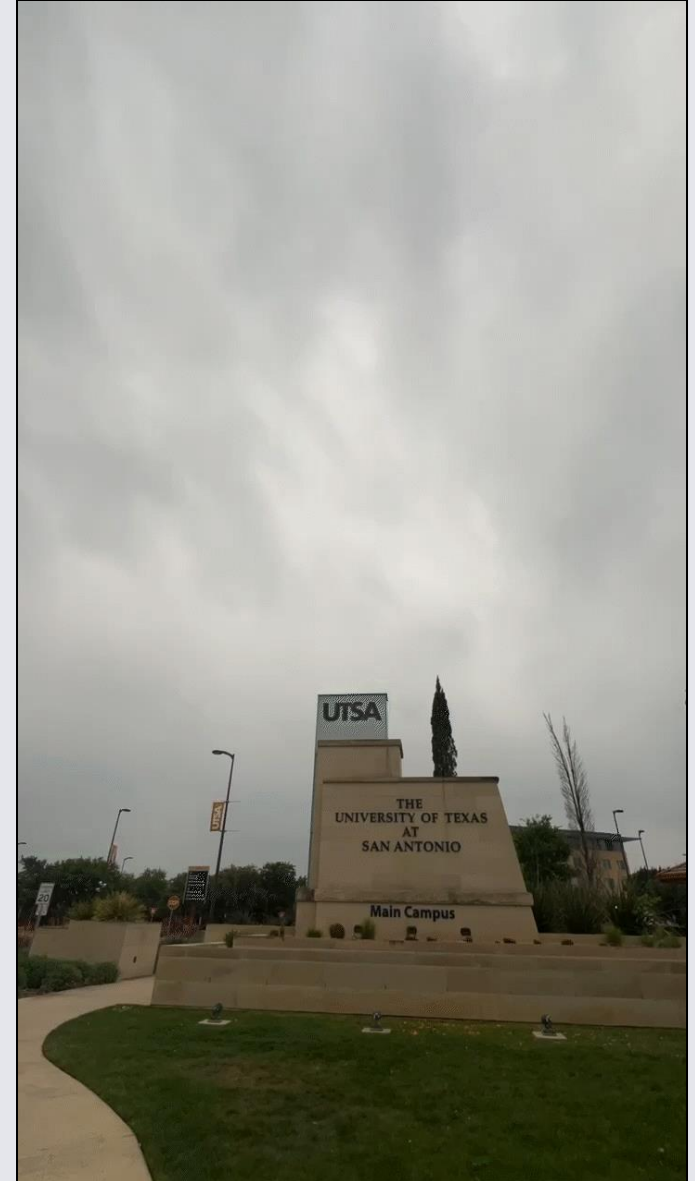
INSTAGRAM

60,141 accounts reached

26,101 followers (43.4%)

34,040 non-followers (56.6%)

Video increased awareness of UTSA
among new audiences.



TOTAL SOLAR ECLIPSE 2024

Creative Approaches: Staging Compelling Photography

University Communications avoids using stock photos on social media wherever possible. This **unique image** brought UTSA research to life.

The **photo created a surge in listeners for our bee-related podcast** on its first day, making it the second-most popular podcast episode on Spotify in less than six hours.





utsa What's the buzz? 🐝
#UTSA
2w



utsa Make sure to check out tomorrow's Planet UTSA episode to learn more about bee behavior during eclipses. It's one you won't want to miss! 💙💛
2w 1 like Reply



1685



12



41



11

Overview ⓘ

Accounts reached

16,819

Accounts engaged

1,709

Profile activity

114

Reach ⓘ

16,819

Accounts reached

15,040

Followers

1,779

Non-Followers

TOTAL SOLAR ECLIPSE 2024

Sombrilla Magazine

Sombrilla Magazine's online website was used as a **digital hub for eclipse storytelling.**

Stories
Multimedia
Videos
Animations
Podcasts

3,829 page views



PODCAST

PLANET UTSA EXPLORES APRIL'S TOTAL SOLAR ECLIPSE IN DEPTH

In Planet UTSA, a special edition podcast series developed by the UTSA Office of University Strategic Communications, several renowned university researchers and their students are exploring the impact of the upcoming eclipse from various perspectives.

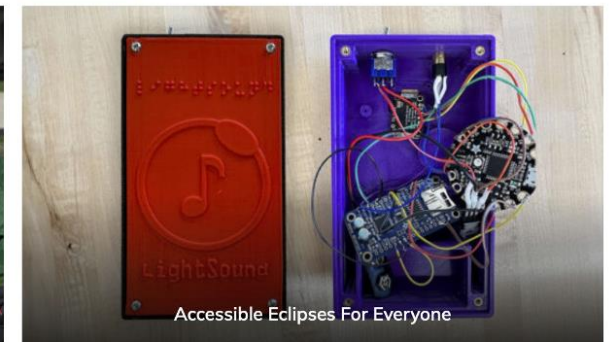
[CLICK HERE TO LISTEN TO THE LATEST EPISODE](#)

TOTAL SOLAR ECLIPSE 2024

COMMUNITY



COMMUNITY



SCIENCES



SCIENCES



SEND US YOUR PHOTOS

Show us how you celebrated the eclipse on April 8. We'll post them here!

Share with us →

TOTAL SOLAR ECLIPSE 2024

Sombrilla Magazine Reader Engagement

SEND US YOUR PHOTOS

Show us how you celebrated the eclipse on April 8. We'll post them here!

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Your Solar Eclipse Snapshots

Thousands gather at the UTSA Main Campus to witness a rare total solar eclipse

As the skies slowly darkened to resemble dusk, despite it only being the early afternoon, and the temperature gradually lowered, dozens of families, students, alumni, faculty and staff gathered at the UTSA Recreation Field Complex to witness a once-in-a-lifetime celestial event.

On April 8, the UTSA Main Campus was lucky enough to fall into the path of totality for the total solar eclipse. Although cloudy skies made it difficult to see the moon over the sun, it didn't stop more than 2,000 Roadrunners from huddling together in lawn chairs and blankets as they donned their orange and blue eclipse glasses.

The entirety of the eclipse began at 12:14 p.m. before the campus experienced total darkness from about 1:35 p.m.

The last time San Antonio was in the path of totality was in 1397. Thousands of individuals traveled to parts of San Antonio and the Texas Hill Country to see the total solar eclipse this time around.

The Roadrunners who gathered savored the moment. San Antonio won't find itself in the path of totality again until 2343.



TOTAL SOLAR ECLIPSE 2024

Earned Media Results

January 1 – April 8 results

757 stories

22 national stories

341M impressions

\$4.8M positive AVE

Most popular news theme in five years

Eclipsenomics: Solar eclipse expected to generate hundreds of millions of dollars in Texas

One economist is calling it “the most profitable 22 minutes in Texas history.”

Eclipsenomics: Solar eclipse expected to generate hundreds of millions of dollars in Texas
March 26, 2024

TEXAS STANDARD
THE NATIONAL DAILY NEWS SERVICE OF TEXAS

Share this story with a friend:

[Facebook](#) [X](#) [Email](#)

By Sean Saldana | March 26, 2024 4:05 pm
Business & Your Money, Energy & Environment, Texas Standard Original,
Total Eclipse 2024



TOTAL SOLAR ECLIPSE 2024

Strategic Communications Best Practices



UTSA[®]

Office of University Strategic Communications

Communication Strategy

April 2024 Total Solar Eclipse

The Goal

University Strategic Communications will uplift Texas and the UT System by reaffirming UTSA's strategic positioning as an integral component of space science within Texas and UT System.

The Strategy

Develop creative strategies and an integrated approach that garners visibility and credibility for the university's space-related expertise, research programs and community engagement.

The Approach

- Identify the most articulate subject matter experts in space science.
- Select the most compelling news and feature stories.
- Explore a variety of owned and earned storytelling channels.
- Develop rich content.
- Begin telling the story ahead of others in the same space.
- Synchronize content across channels.
- Leverage University Communications' vast media network to earn news stories.
- Seize additional opportunities in the news cycle.
- Placement of stories drives additional media inquiries.

The Eclipse

Total Solar Eclipse: April 8, 2024 | Noon to 3 p.m.

Start of eclipse at 12:14:37 (h:m:s)

Start of totality at 13:33:12

End of totality at 13:35:36

End of eclipse at 14:55:46

The Results

- 757 news stories, including 22 national stories
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- Media coverage in most major markets
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Gatherings & Celebrations

Lecture by Nobel laureate John Mather

Thursday, April 4, 2024 | 7 p.m.

UTSA Main Campus, Room TBD

Hosted by UTSA Physics and Astronomy; topic to be provided

Total Solar Eclipse Viewing Party

Monday, April 8, 2024 | Noon to 2 p.m.

UTSA Main Campus, Recreation Field Complex - East

Open to UTSA students, faculty and staff

Lead faculty member: Angela Speck

Rock the Eclipse

Monday, April 8, 2024 | 11:30 a.m. to 2 p.m.

The Rock at La Cantera

Open to fifth graders from several local schools not in the path of totality

Lead faculty member: Chris Packham

Sponsor: City Councilwoman Adriana Rocha Garcia

2024 Total Eclipse Party

Monday, April 8, 2024 | 10 a.m. to 5 p.m.

Texas Wine Collective – Fredericksburg, TX

Lead faculty member: Lindsey Fuller

Ticketed event. Not open to the public.

Also, UTSA Physics & Astronomy is partnering with Jennifer Miller at Sul Ross to provide eclipse materials for Uvalde, Eagle Pass and Del Rio ISDs.

UTSA Today Content Plan

The following stories will be published on UTSA Today, posted on social media and pitched widely to the news media.

02/27/24: The path of totality: San Antonio to experience astronomical event ([final story](#))

Solar eclipses happen about every 375 years on average in a given location. With San Antonio and Boerne, Texas in the path of totality — the narrow strip of land where the eclipse can be seen in its entirety— this phenomenon could mean an uptick in industries, like tourism, as people flock to the area to see the eclipse.

Sources: Angela Speck, Chris Packham, Lindsey Fuller

Media Targets: Local, regional and national science, travel, astronomy media

03/04/24: UTSA community to gather for once-in-a-lifetime event ([final story](#))

The UTSA community is invited to witness the total eclipse. Story will highlight the benefits of being a part of a Tier One university that can bring in the experts and the experiences of this once-in-a-lifetime event.

Sources: Angela Speck and students

Media Targets: Local, regional and national media; special follow-up for media who received Sombriila Magazine with the space science cover story.

03/12/24: UTSA hosts LightSound workshop to make April's eclipse more accessible for people who are visually impaired ([final story](#))

UTSA is part of a nationwide effort to build LightSound devices that convert light into sound, making solar eclipses more accessible to people who are blind or have low vision. Story will explore the work of UTSA professors and students who are building the devices, offering an example of UTSA's mission to develop the leaders who will solve grand challenges.

Sources: Lindsey Fuller, Tiffany Jensen (student)

Media Targets: Local, regional and national science media

03/18/24: Preview of lecture by Nobel laureate John Mather ([final story](#))

Story will preview a visit by Nobel laureate John Mather, currently a senior astrophysicist at NASA, who collaborated with George Smoot on the cosmic background explorer satellite. This work helped cement the big bang theory of the universe. Mather will deliver a public lecture at 7 p.m. at UTSA on Thursday, April 4, 2024 and may also meet with students on Friday, April 5.

Sources: Chris Packham, Lindsey Fuller and John Mather

Media Targets: Local, regional and national science and space reporters

03/25/24: The buzz: UTSA professor studies bee behavior during solar eclipses ([final story](#))

Story will offer another look at the inner workings of an eclipse's impact on living things. Preceding the annular eclipse in October, Ferhat Ozturk, an assistant professor of practice in the UTSA Department of Integrative Biology, nestled recording devices into beehives to capture how bees behave during the progression of a solar eclipse.

Sources: Ferhat Ozturk, Mariah Hopkins, Lindsey Fuller and students

Media Targets: Local, regional and national science; general media

04/01/24: Native American spirituality and the cosmos ([final story](#))

Cody Cly was raised on a Navajo reservation in the small community of Nageezi, New Mexico. He explores the unique spiritual tie that Navajo communities and Indigenous people have with eclipses.

04/08/24: Total Solar Eclipse UTSA Today takeover

We will use all five Top News boxes on UTSA Today to highlight our work on the total eclipse. At least three of those stories will include video. Additionally, the UTSA Spotlight banner will offer eclipse-related content.

04/08/24: SLIDESHOW: Roadrunner community gathers at UTSA Main Campus for Eclipse Viewing Party ([final story](#))

Photo collection will recap the eclipse experience at the UTSA Main Campus, which was situated in the path of totality.

04/09/24: VIDEO: Roadrunner community gathers at UTSA Main Campus for Eclipse Viewing Party ([final video](#))

Video will recap the eclipse experience at the UTSA Main Campus, which was situated in the path of totality.

Planet UTSA Podcast Series

[\(Planet UTSA Podcast Landing Page\)](#)

03/07/24 - Episode 1

Angela Speck – Previewing the upcoming total solar eclipse

Angela Speck, professor and chair of the UTSA Department of Physics and Astronomy, kicks off the inaugural episode of Planet UTSA, a special edition podcast series previewing the upcoming eclipse. Speck joins UTSA's John Elizondo to discuss how to safely view the eclipse and why it's so important to experience this once-in-a-lifetime phenomenon from the path of totality.

03/14/24 - Episode 2

Chris Packham - Exploring eclipse-related educational opportunities

Chris Packham, a professor of astrophysics in the UTSA Department of Physics and Astronomy, shares his excitement about the upcoming total solar eclipse. The UTSA researcher discusses an ongoing STEM outreach project aimed at educating local K-12 students about the eclipse and his work with the Habitable Worlds Observatory, a next-generation telescope.

03/21/24 - Episode 3

Lindsay Fuller - Making eclipses accessible to people with impaired vision

Lindsay Fuller, UTSA eclipse project manager and a lecturer in the UTSA Department of Physics and Astronomy. Fuller chats about The LightSound Project and shares how LightSound devices apply sounds to the intensity of light as the moon slowly covers the sun.

03/28/24 - Episode 4

Ferhat Ozturk: The buzz on bee behavior

Ferhat Ozturk, assistant professor of practice in the UTSA Department of Integrative Biology, discusses his research on bee behavior. Using acoustic and visual recording devices, Ozturk and his team will observe how bees behave during the progression of the total solar eclipse, building on research he started during last October's annular eclipse. This area of research is underrepresented in the scientific literature.

04/01/24 - Episode 5

Cody Cly - Navajo grad student discusses spiritual ties binding culture, eclipses

UTSA graduate student Cody Cly discusses the Native American point of view on eclipses, drawing on his Navajo culture. He will share that eclipses are a time for renewal and reorder of the cosmos and how there are a spectrum of beliefs and mixing of traditional culture and modern-day culture.

Media Relations

Beginning 02/18/24 & ongoing through April 8

University Communications will widely pitch UTSA's eclipse experts (see expert list below)

Media Targets: Local, regional and national media



Angela Speck, Ph.D.

Professor & Department Chair, Physics & Astronomy

Topics

- Specializes in eclipses: total partial, annual and hybrid solar/lunar

Background

- Co-chair of the National Total Solar Eclipse Task Force
- Extensive knowledge on stardust: essential to formation of planets, possible solution to climate change



Chris Packham, Ph.D.

Professor, Physics & Astronomy

Topics

- General eclipse education
- Using eclipse opportunity to engage K-12 students into STEM

Background

- Co-leader of GATOS, an international team studying supermassive black holes and awarded 53 hours of data on James Webb Space Telescope



Lindsay Fuller, Ph.D.

Lecturer, Physics & Astronomy

Topics

- Helping people who are visually impaired enjoy the eclipse
- Eclipse Soundscapes (recording sounds of insects and animals during an eclipse)

Background

- Partnering with Sul Ross State University and Eagle Pass schools for STEM outreach related to eclipse

**Cody Cly**

Research Assistant & Ph.D. Candidate, Physics & Astronomy

Topics

- Native American point of view in relation to eclipses

Background

- Two-year research assistant at UTSA
- Former NASA intern

**Wendy Boaglio Gratereaux, MBA**

Associate Professor of Practice, Marketing

Topics

- Specializes in hospitality impact of the eclipse in the local economy

Background

- Top-rated global marketing consultant
- Researched consumer behavior, market research, advertising, multicultural marketing and international marketing

**Eric Schlegel**

The Vaughan Family Endowed Professor in Physics

Topics

- Astrophysics of eclipses, binary stars and supernovae

Background

- In 2016, discovers a powerful galactic blast produced by a giant black hole ~26 million light years from Earth
- B.S., Astronomy, B.S. in Atmospheric Sciences, SUNY-Albany
- M.S. & Ph.D., Astronomy, Indiana University, Bloomington

**Thomas F. Cannon, J.D.**

Professor of Practice, Marketing

Topics

- Economic impact of tourism driven by eclipse

Background

- Chair of Budget Committee for Visit San Antonio
- Vice Chair of the San Antonio Area Tourism Council

**Bulent Temel, Ph.D.**

Assistant Professor of Practice, Economics

Topics

- Overall economic impact of eclipse event

Background

- Published more than 60 publications
- 10 years' experience as a financier in corporate America

Also, March 2, 15, 27 and 28 and April 1, 4 and 8

Media advisory

University Strategic Communications will share a request for coverage of the UTSA event and the La Cantera event in partnership with Councilwoman Rocha Garcia.

Story Pitches

UTSA Today stories and podcasts will be widely pitched as they are published.

Op-Ed Opportunities

03/11/24: Watching the total eclipse — when 99.9% just isn't good enough (Angela Speck)

[San Antonio Express-News placement](#)

Solar eclipses are rare and meant to be experienced in the path of totality, the narrow strip of land where the eclipse can be seen in its entirety. Angela Speck will explain why viewers should try to flock to the path of totality for the upcoming eclipse in April.

03/18/24: Eclipsenomics — April's solar eclipse will be the most profitable 22 minutes in Texas history (Bulent Temel)

[San Antonio Express-News placement](#)

Nearly half a million visitors expected to visit Kerrville alone for April's total solar eclipse. Many more are expected to descend on Texas to view the eclipse in totality. As the day turns to night, wildlife goes quiet, and humans stand in awe during an eclipse, the economy is also impacted by this astronomical event.

03/25/24: Eclipse will last minutes, but could spark lifelong love of science (Chris Packham)

[San Antonio Express-News placement](#)

There are many aspects of a solar eclipse that have the potential to get people excited. Chris Packham is engaging local K-12 students in STEM activities related to the solar eclipse as an exciting avenue for children to learn about astronomy, physics and the natural world.

04/01/24: Making the eclipse experience inclusive with Soundscapes and LightSound devices (Lindsay Fuller)

[San Antonio Express-News placement](#)

UTSA is part of a nationwide effort to build LightSound devices that convert light into sound, making solar eclipses more accessible to people who are blind or have low vision. Story will explore the work of UTSA professors and students who are building the devices, offering an example of UTSA's mission to develop the leaders who will solve grand challenges.

04/07/24: Faculty Voice: Believe the hype, a total solar eclipse is awe-inspiring (Lisa Shepard)

[San Antonio Express-News placement](#)

This op-ed will speak to readers the day before the eclipse. Lisa will share that for those who may feel wary of the hype surrounding the upcoming eclipse, set aside doubts and embrace the opportunity. In the end, it's about the simple joy of experiencing something extraordinary, united by our shared appreciation for the magnificence of the universe.

Media Target: San Antonio Express-News

Social Media Plan

Multimedia Promotion

University Communications will develop video and podcasts for several topics listed below. The video will be included in each related UTSA Today story. Once completed, the multimedia will be packaged as a six-part series and shared with the news media.

- Angela Speck discusses eclipses
 - This is meant to be an overview about eclipses and to provide background for the rest of the podcast series.
- Ferhat Ozturk on bee behavior during eclipses
 - Dr. Ozturk conducted an information gathering project during the last eclipse to observe bee behavior.
- Lindsay Fuller + Tiffany Jensen on the LightSound Project
 - The LightSound project is a national initiative. At UTSA, Lindsay is the point person. Posts will include video of the prototype working as well as b-roll.
- Cody Cly on eclipse ancient origins
 - Cly will discuss the Native American point of view on eclipses
- Chris Packham on the Habitable World Observatory
 - The Observatory attempts to simulate an eclipse to see beyond the amount of light to try to get a glimpse at the planet and get an idea of its composition.
- Q&A Question Box on Instagram
 - Through Instagram Stories push, UTSA will answer questions about the eclipse and shared its importance.

Social Media Series

- Expert source availability
 - University Communications will reach out to reporters locally, statewide and nationally on X in the two months leading up to the eclipse to promote its faculty experts.
- Podcast series
 - This will range from clips from the podcast to snippets of interesting sections regarding the science behind the eclipse, basic safety and more.
- Eclipse safety
 - This series will educate our followers on proper eclipse safety. Tips will be posted from March until the eclipse on April 8.
 - On Instagram, a reel will be created which will explain safety in detail and pinned to the top of the feed to make it visible and available.
- Reminders for event
 - General publicity for the on-campus event, to keep the event top-of-mind for the campus community.
- Sharing of UTSA Today stories
 - Will augment University Strategic Communications media relations efforts
- Q&A
 - To promote engagement, we will answer questions about the eclipse in real-time for our followers. These questions will also be made into a post (on Facebook and Instagram) and a thread (on Twitter/X and Threads), where they'll be pinned to keep the answers accessible and easy to find.

Sombrilla Magazine Online

The top section of home page will be dedicated to eclipse coverage:

- The top banner will feature a loop video of eclipse-themed visuals.
- UTSA Today stories will be embellished and published for the Sombrilla Magazine Online audience. The stories will include additional photo galleries, video, audio or other multimedia elements. The stories will also provide additional sidebar information from outside sources, such as NASA, local news, etc.
- The podcasts will either be embedded in the accompanying stories or potentially memorialized on Sombrilla's homepage as stand-alone multimedia features.
- A call-to-action feature on the site will engage users by asking them to submit photos of themselves watching the eclipse. An online form has been created to gather these photographs and will be published mid-March.
- The Sombrilla team will vet the submitted images and create a photo gallery of the photos online.
- A dedicated email newsletter will be sent to all alumni in Raisers Edge database to promote the eclipse coverage and engagement opportunities.
- Social media promotion of the Sombrilla site will be coordinated with the Alumni Association and the UTSA main channels.