Safety Messaging

• Don’t stop along the interstate or shoulder.

• Exit the highway to view or photograph the event.

• Don’t take photographs while driving.

• Turn your headlights on.

• Watch out for pedestrians.

• Prepare for congestion on the day before, day of and day after the eclipse.
Lessons Learned

Build case early
Prepare for the worst
Traffic volume and timing
Tagline = sound bite
States not in path still affected by traffic