

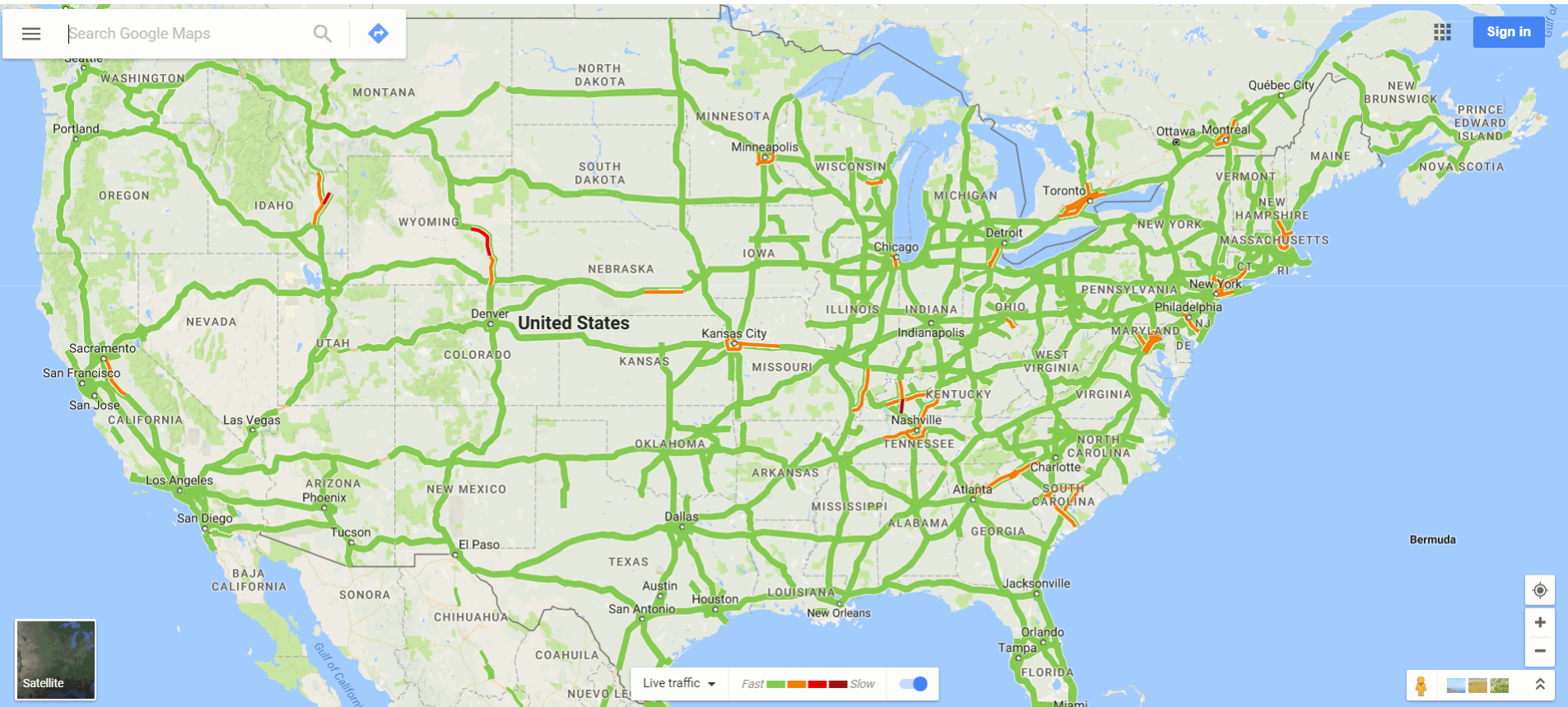


# Safety Messaging

- 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.



# The Exodus





# Lessons Learned

Build case early

Prepare for the worst

Traffic volume *and* timing

Tagline = sound bite

States not in path still  
affected by traffic