

 **FOURTH DAY PRESS** 
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The Honorable Nikki R. Haley
Governor, the State of South Carolina
1205 Pendleton Street
Columbia, South Carolina 29201

November 23, 2015

Re: Total Solar Eclipse Over South Carolina – Monday, August 21, 2017

Dear Governor Haley:

As you know, a total eclipse of the Sun will pass over South Carolina on the above-indicated date. A total solar eclipse is widely regarded as the most majestic sight in all creation, when the Sun is extinguished at midday. That day, noon will become midnight for two minutes and thirty seconds at the Governor's Mansion. Please find attached graphics relating to the eclipse.

This eclipse offers a unique opportunity to promote South Carolina tourism, to attract crowds of "eclipse chasers" from within the state and beyond who will pour into the state. This is the first total solar eclipse over the continental USA since 1979, and the first coast-to-coast American eclipse since 1918. Thus, this is the first cross-continental total eclipse of the Sun since the advent of the automobile and the interstate freeway system... a truly unprecedented American event. And following that long lull, this will be the first of three total solar eclipses that will pass over South Carolina in the 21st century.

At the present time, few are talking about this upcoming natural wonder. As a national-level astronomy promoter and educator, I am doing my best to spread the word early. This will undoubtedly become a huge media story in the short time leading up to the eclipse. However, this event could potentially raise issues that might require your executive consideration well in advance of that date.

I'm concerned that an influx of drivers may create "traffic bottlenecks" and other logistical difficulties, which may create safety and security issues, including obstructing access of emergency vehicles. There are also issues of education for students and the general public, including safe eclipse viewing and general eye safety. The attached sheet includes some further points for your consideration.

Of the twelve states over which the total eclipse will pass, ten of those states have Republican governors. This will be a "Red Eclipse"! It might be worthwhile for you and your colleagues to observe the total solar eclipse of March 8, 2016, over the Pacific, to find out what all the fuss is about. This will be the last total eclipse of the Sun in the world before our 2017 eclipse.

If your time permits, I would be honored to deliver an eclipse presentation to you in my hometown of Cleveland, Ohio around the time of the 2016 Republican National Convention. In the meantime, I am otherwise available to share any information or assistance to your office.

Thank you for your consideration,


Jay Ryan
Fourth Day Press

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SUGGESTIONS FOR CONSIDERATION: for Monday, August 21, 2017

TOURISM AND EDUCATION: This rare eclipse is an excellent opportunity to promote science and nature education and general tourism in the state.

Can be the subject of TV, print, and radio tourism ads in surrounding states
Encourage tourists to stay and visit (and spend money!) before and after the eclipse

PROBLEM: Eclipse observers intending impromptu, unplanned day trips, driving on the eclipse day

Millions of people are within a 12 hour drive of South Carolina, from Miami to New York
Freeways might become funnels of traffic from surrounding states, onto the eclipse areas
Can result in traffic jams, vagrancy and trespassing

SOLUTION: Promote Eclipse Preparedness! Encourage advance overnight reservations for visitors

Promote scheduling of general outdoor events during the weekend preceding the eclipse
Outdoor music festivals, rodeos, Renaissance fairs, etc.
Encourage provision of camping on the grounds through the eclipse day

Coordinate with local authorities in towns along the eclipse path
Expand overnight lodging opportunities, before and after the day of the eclipse
Encourage farmers to sell camping space on available land at a premium
online reservations through AirBnB.com, Craigslist, eBay, social media

Churches can invite youth groups from other affiliated related churches
Scout troops, AHG, Alert Cadets, etc. can open campgrounds to related groups
Open up local gymnasiums and other facilities to visiting youth
Country fairgrounds, other open air facilities can provide temporary camping

Coordinate with local planetariums and observatories
promote, spread the word, provide education, networking and support

Crowd management measures
Highway Patrol – be prepared for detours and closures in the event of eclipse traffic
Communicate beforehand: warn people in surrounding states to have advance reservations

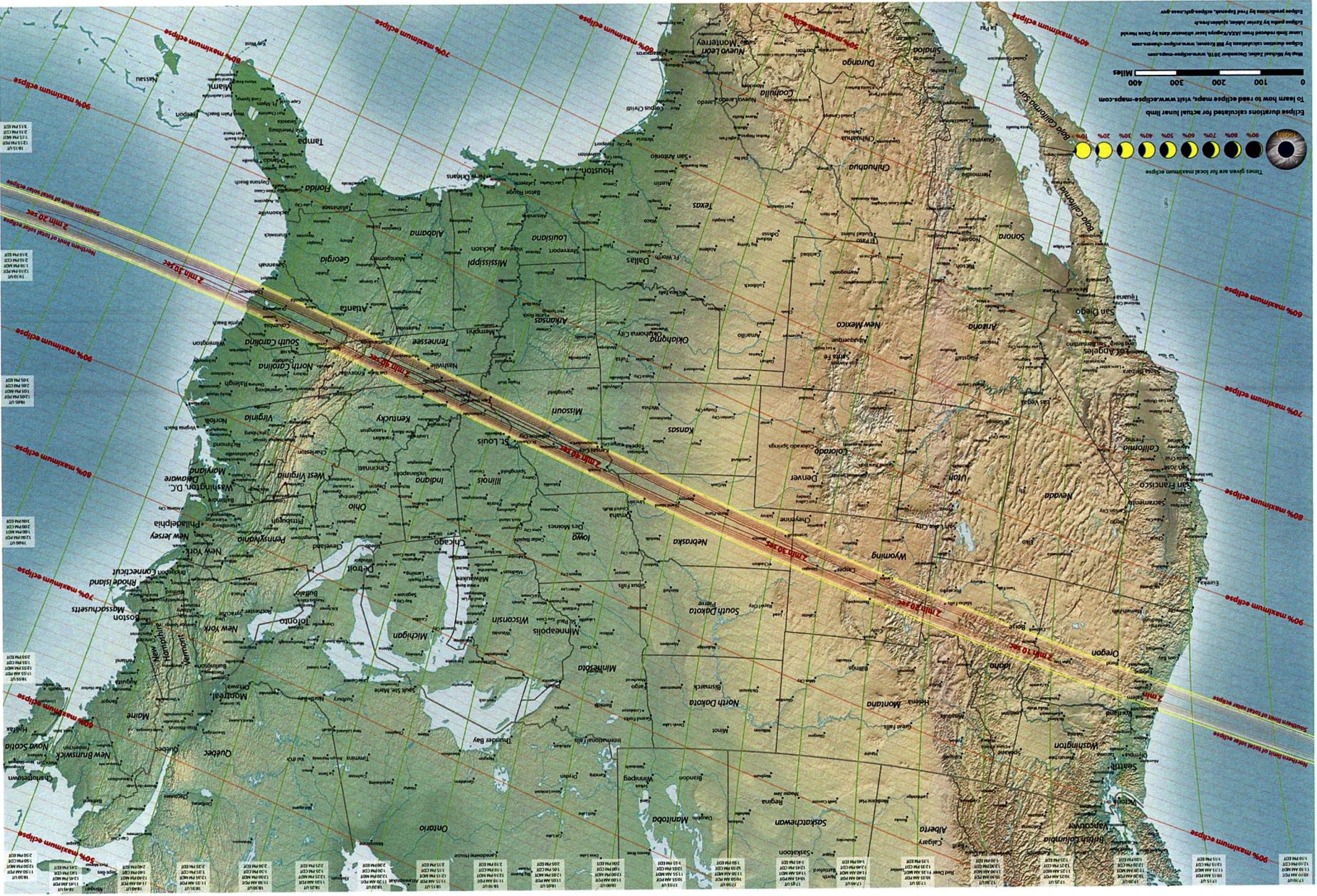
OTHER SUGGESTIONS:

Promote eye safety and safe eclipse viewing everywhere in the state
(A deep partial eclipse will be visible outside the path of totality)
Promote availability of quantities of inexpensive “Eclipse Shades” (sample enclosed)
Can be donated to students by local businesses as a printed promotional item
Schools remain closed on August 21, so that students can observe the eclipse with family
Promote in advance through school districts and state and local teachers’ associations
Public Service Announcements (PSAs) and press releases

GOVERNORS’ OBSERVING THE PACIFIC ECLIPSE OF MARCH, 2016:

“Fact-finding mission” for all twelve eclipse governors
Suggestions can be provided, pending further interest

Total Solar Eclipse over North America • August 21, 2017



The eclipse reaches South Carolina at 2:36 p.m. EDT and leaves the state at 2:49 p.m.



Great American Eclipse

Total solar eclipse over South Carolina

A total solar eclipse will cross the United States from Oregon to South Carolina on August 21, 2017.

This is the grandest spectacle in the sky and you should see this at least once in your life. To see day turn to night and the majesty of the Sun's corona, travel to a location inside the path of the eclipse.

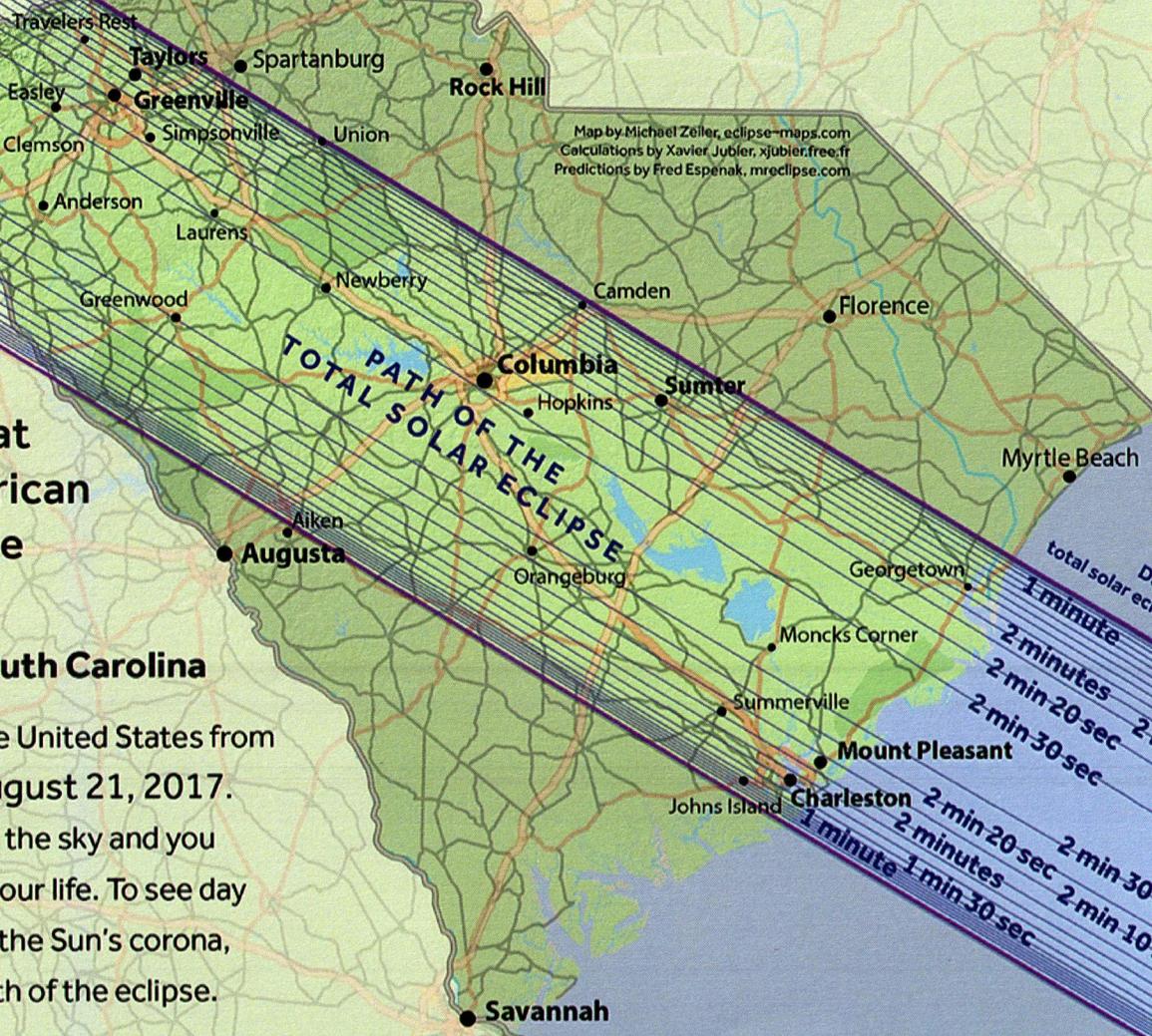
Learn more at GreatAmericanEclipse.com

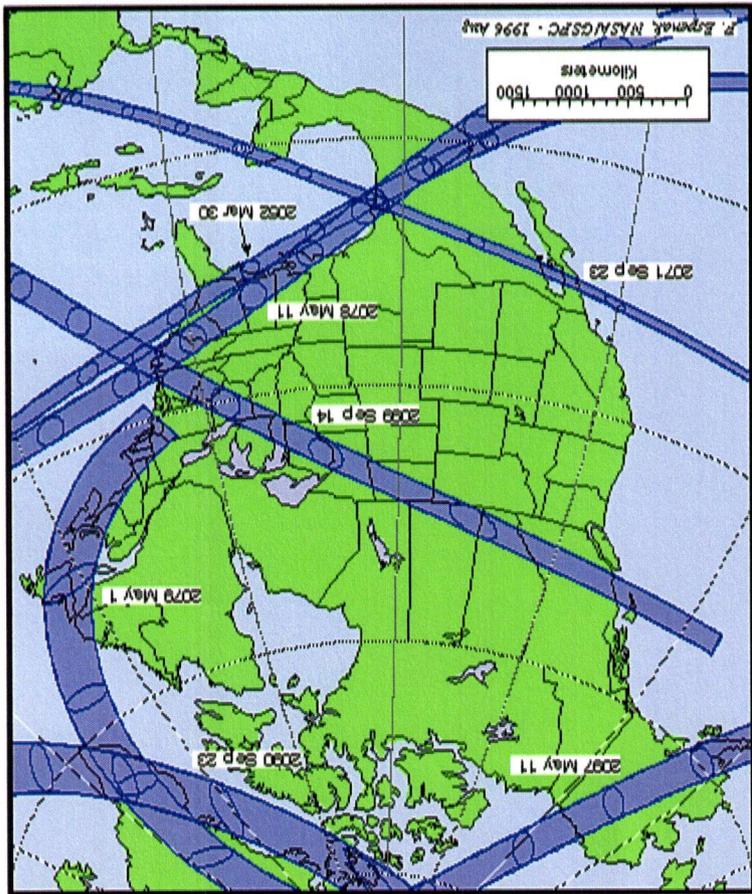
Map by Michael Zeiler, eclipse-maps.com
Calculations by Xavier Jubier, xjubier.free.fr
Predictions by Fred Espenak, mreclipse.com

TOTAL PATH OF THE SOLAR ECLIPSE

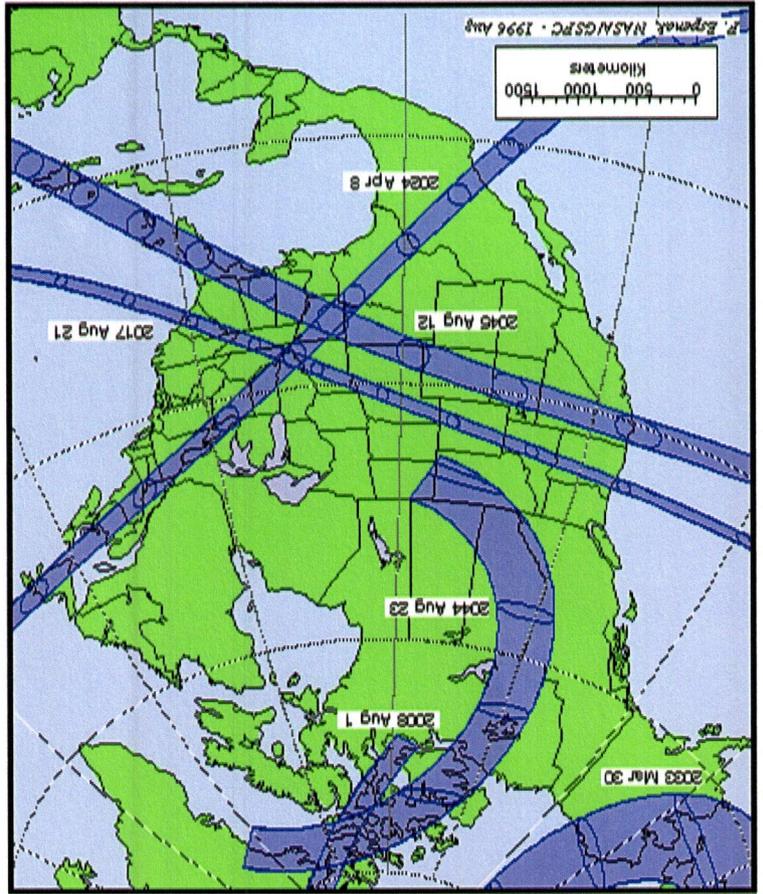
Duration values tell how long the total solar eclipse will last along each curve

- 1 minute
- 2 minutes
- 2 min 20 sec
- 2 min 30 sec
- 1 min 30 sec
- 2 min 10 sec
- 2 min 30 sec
- 2 min 10 sec
- 1 min 30 sec

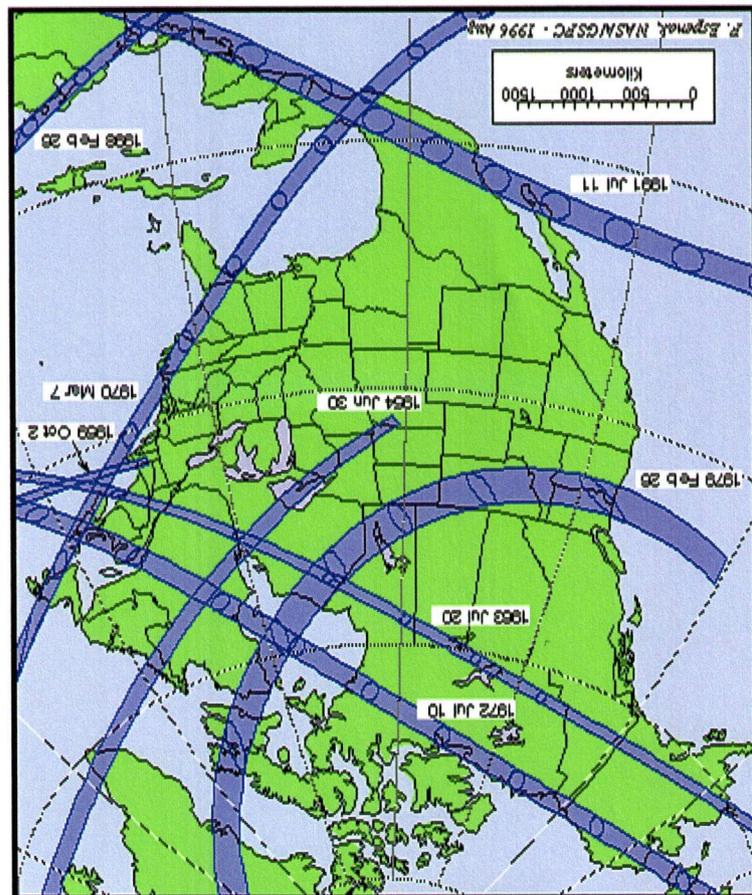




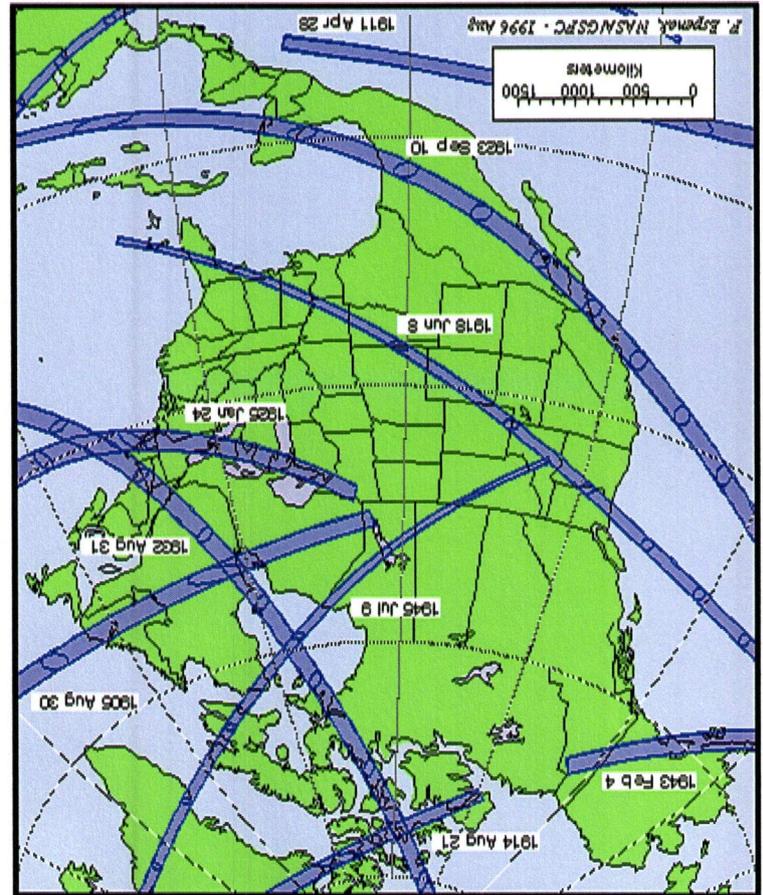
Total Solar Eclipses: 2051 - 2100



Total Solar Eclipses: 2001 - 2050



Total Solar Eclipses: 1951 - 2000



Total Solar Eclipses: 1901 - 1950

