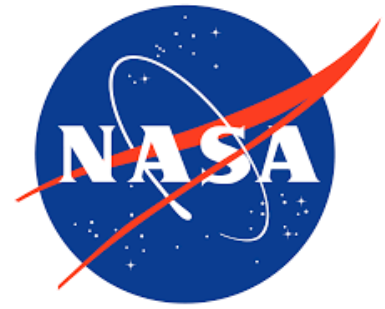


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Assignment: SIU Eclipse Day Speech Plan, highlighting Matt Damon, Michelle Nichols and Hunter Miller

Audience: SIU Students, Carbondale families and residents, out-of-town NASA event attendees, fans familiar with Matt Damon's Work

Purpose: Excite audience for upcoming eclipse and help facilitate the Sky Observers Podcast live recording

Southern Illinois University
Eclipse Eve Live: Sky Observers Hangout

Run of Show and Talking Points

Shryock Auditorium Outside, 7:00 p.m. -9:00 p.m.

6:30 p.m. : Attendees able to enter Shryock Auditorium's outdoor setup.

In event of rain, event will be held inside Shryock Auditorium.

6:45 p.m. : Matt Damon arrives, introduced to Michelle Nichols and Hunter Miller from the Sky Observers Hangout.

Introduce Matt Damon to the setup, there should be three waters included on the podcasting space.

7:00 p.m. : **Welcome and introduction**

Matt Damon: Hello, and welcome to the Eclipse Eve Live: Sky Observers Hangout, hosted right here on Southern Illinois University's campus.

[Introduce self]

Now, I think many of you are probably wondering what I have to do with any of this. Well, I might not be an actual astronaut, but I did play one in a pretty popular movie.

That doesn't mean I'm qualified to talk about any of this. That's why this awesome team is here to back up all my claims.

[Introduction to Michelle Nichols ("Nickles") and Hunter Miller begins]

Michelle Nichols and Hunter Miller from Sky Observers Hangout are here to record a live version of their podcast explaining all the scientific eclipse stuff that I can't. At least not very well. Michelle and Hunter are two of Adler Planetarium's astronomy educators, and I know they're excited to get to record live tonight. They'll also be joined by special guests from SIU and NASA, so we're encouraging everyone to have questions ready.

I know I had a lot of questions when I was on Mars trying to get back to safety. But, thankfully, I didn't have to deal with an eclipse on top of wondering how much potato I could eat that day.

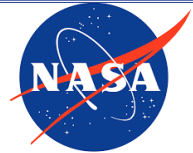
[Highlight Southern Illinois University's president and co-chair of event]

I'd also like to thank Southern Illinois University's president, Daniel Mahony, and SIU's Director of Public Astronomy Observation, Bob Baer, for putting so much work into this event tonight. NASA, thank you for partnering tonight to put on an event for this historical occasion.

Tomorrow, at noon, we'll get to experience complete darkness for four (4) minutes. That's a big deal.

[Pause for applause] This is exciting, I know I'm excited.

Continued on page 2



[Introduction to podcast recording and closing statements]

Now, before I say anything else I don't know enough about, I'm going to let the experts take over. Remember to start thinking of those questions, I'll be back at the end to host a Q and A with Michelle, Hunter and our other experts.

So without further ado, let's give a warm welcome to Michelle and Hunter with Sky Observers Hangout. Take it away, Michelle and Hunter.

[Matt Damon showed a chair next to the recording area. He can choose to observe or come back at 8:30 p.m. for Q and A]

7:15 p.m. (We're prepared for the speech to go until 7:18 p.m.) : Michelle and Hunter record podcast.
[Michelle and Hunter should first introduce QR code viewers can scan to submit their questions]
In case of equipment malfunction, we have extra cords located inside Shryock Auditorium.

Questions will be pulled for Matt Damon to ask during the recording, he will not pick the questions.
8:20 p.m. : Matt Damon is given an iPad with selected questions, including media questions, to ask/answer during the Q&A. **[Matt Damon can answer selected media questions]**

8:30 p.m. : Beginning of Q&A, Matt Damon is re-introduced.

[Media is also able to ask questions during this time, but will be limited to pre-submitted questions from release information]

Matt Damon: Wasn't that interesting, let's give another round of applause. **[Pause for applause]** Now, we've got some great questions to look at **[Go into Q&A]**

8:55 p.m. : Wrap up, Matt Damon provides last shout outs.

Matt Damon: Thank you all for coming out tonight. I hope that you learned something, I know I did. We'd like to thank:

- Michelle Nichols
- Hunter Miller
- Adler Planetarium in Chicago
- NASA experts
- SIU President Daniel Mahony
- SIU's Director of Public Astronomy Observation Bob Baer
- And attendees again

Matt Damon: Drive safe in the dark tonight, it'll be good hint for what noon will bring tomorrow.

[Matt Damon exits]

9:00 p.m. : Event ends, recording equipment takedown begins.

Date	Platform	Purpose	Effect
3/5/24	▪ NASA Insta-gram ▪ SIU Instagram ▪ Event an-nouncement page	Announce Matt Damon's agreement to join Sky Observers Hangout podcast recording, begin preparations for initial interest.	Allows community to get involved and draw more engagement towards event.
3/11/24	PR Newswire	Announce Matt Damon's participation in eclipse event to media. Let media know where they can submit questions for Q&A.	Get media coverage and further buzz about event. Provide contact and way for them to get in touch.
3/18/24	▪ NASA YouTube ▪ Tag SIU and Matt Damon	Teaser trailer for interview with Matt Damon launches. Matt Damon will do a short interview with Michelle and Hunter explaining why he's qualified to introduce them and speak at their event.	Remind people that Matt Damon will be in attendance and further his involvement in the event. Create buzz on other platforms.
3/25/24	▪ Nasa YouTube ▪ Tag SIU and Matt Damon ▪ Announce on Twitter, Insta-gram, and link on event page	Full interview with Matt Damon, Michelle and Hunter goes live. Make sure to announce on all socials, tagging Matt Damon, SIU and Adler Planetorium. *Q&A link for confirmed media opens	Capitalize on interest from teaser trailer. Viewers get further confirmation of Matt Damon's presence, media can see what to expect at event.
4/7/24 4/8/24	▪ All socials	Footage of the event setup, Matt Damon arriving. Announce where podcast will be hosted. *Q&A link for media closes at 11:59 p.m. on April 7	Get people excited about seeing Matt Damon, as well as learning more about the eclipse
4/9/24	▪ All socials ▪ Event page	Sky Observers Hangout podcast goes live with both audio and video versions, including Matt Damon's speech and hosted Q&A.	Let people know where they will be able to see/listen to Matt Damon in case they missed it.