



National Aeronautics and
Space Administration

SCIENCE MISSION DIRECTORATE

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Solar System Ambassadors

September 2017

Solar System Ambassadors: Eclipse Across America



Ambassadors ran 374 eclipse events on August 21st:

On-Site Direct	341,914*
Indirect Reach	1,826,823
Eclipse Day Total	2,168,737

***In a typical year, SSAs on-site direct reach is ~550,000.**

HIGHLIGHTS:

- Relationships were built with libraries & schools following up after the eclipse
- SSAs supported NASA sites, Citizen CATE, STAR_Net Libraries & GLOBE app
- SSAs tapped by NASA SMD as back up with many interviewed by local media
- SSAs gave out more than 60,000 solar viewers provided by NASA SMD
- SSAs were primed with the "what's next" info – Cassini & Voyager handouts

