

Solar Eclipse Fever Hits Univision And Telemundo

Veronica Villafañe | August 19, 2017

Thousands of people will flock to key points in the United States hoping to witness the total solar eclipse next Monday, August 21 - the first time in 99 years the event will occur across the entire continental United States.

Media outlets from all across the country are offering massive coverage of the phenomenon - and Univision and Telemundo are no exception. The Spanish-language networks are looking to get a piece of the action, keenly aware of Latinos' fascination with space exploration and astronomy.

Even though viewers will have multiple platforms to catch the event if they're unable to go in person to the path of "totality," including NASA's own livestream, Univision and Telemundo are hoping to attract Spanish-language audiences to their networks with special content.

Univision is going all out, creating special broadcast programming, infographics, photo galleries, videos, and multimedia content on its digital platforms for Spanish speakers in the U.S. to experience the eclipse as it happens in different locations across the nation. It even secured former NASA astronaut José Hernández and Spanish astronomer José Luis Galache to participate in the network's reporting.

Univision also partnered with robotic telescope service Slooh to livestream the transcontinental solar eclipse from its start as a partial eclipse in Oregon at 9:04 a.m. PDT until it reaches South Carolina, ending at about 4:06 p.m. EDT. It will also share NASA's broadcast and livestreams from [Earthcam](#), which will provide feeds from more than 14 webcams located in the path of totality of the solar eclipse, also available via YouTube.

Special coverage will begin with live reports from local correspondents in different cities during morning show "Despierta América" (ET) and the "Edición Digital" newscast at noon (ET), before kicking off a special program titled "El Gran Eclipse" (The Great Eclipse) airing coast to coast at 1:00 p.m. ET/10:00 a.m. PT.

