

A nighttime photograph of a cityscape, likely Toronto, featuring the CN Tower prominently on the left. The city lights are visible in the background, and the sky is dark. The text is overlaid on this image.

# Creating Marketing and Promotional Materials for Advocates of Dark Sky Preservation

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# Night time light emissions cause numerous problems for humans and animals



# Light pollution is a growing problem worldwide

- Light Pollution is caused by artificial light sources
  - Glare
  - Light Trespass
  - Skyglow
- Minimal effective solutions in place



# Leibniz-Institute of Freshwater Ecology and Inland Fisheries (IGB)

- “Research for the future of our freshwaters”
- The IGB promotes open science research
- They support many citizen science projects
  - ACTION
  - IMPRESS



# The Loss of the Night app and the International Journal of Sustainable Lighting need promotion in order to increase visibility

- Developing a marketing strategy will help grow the visibility of the app and journal
  - The marketing strategy can continue to be used after the completion of our project

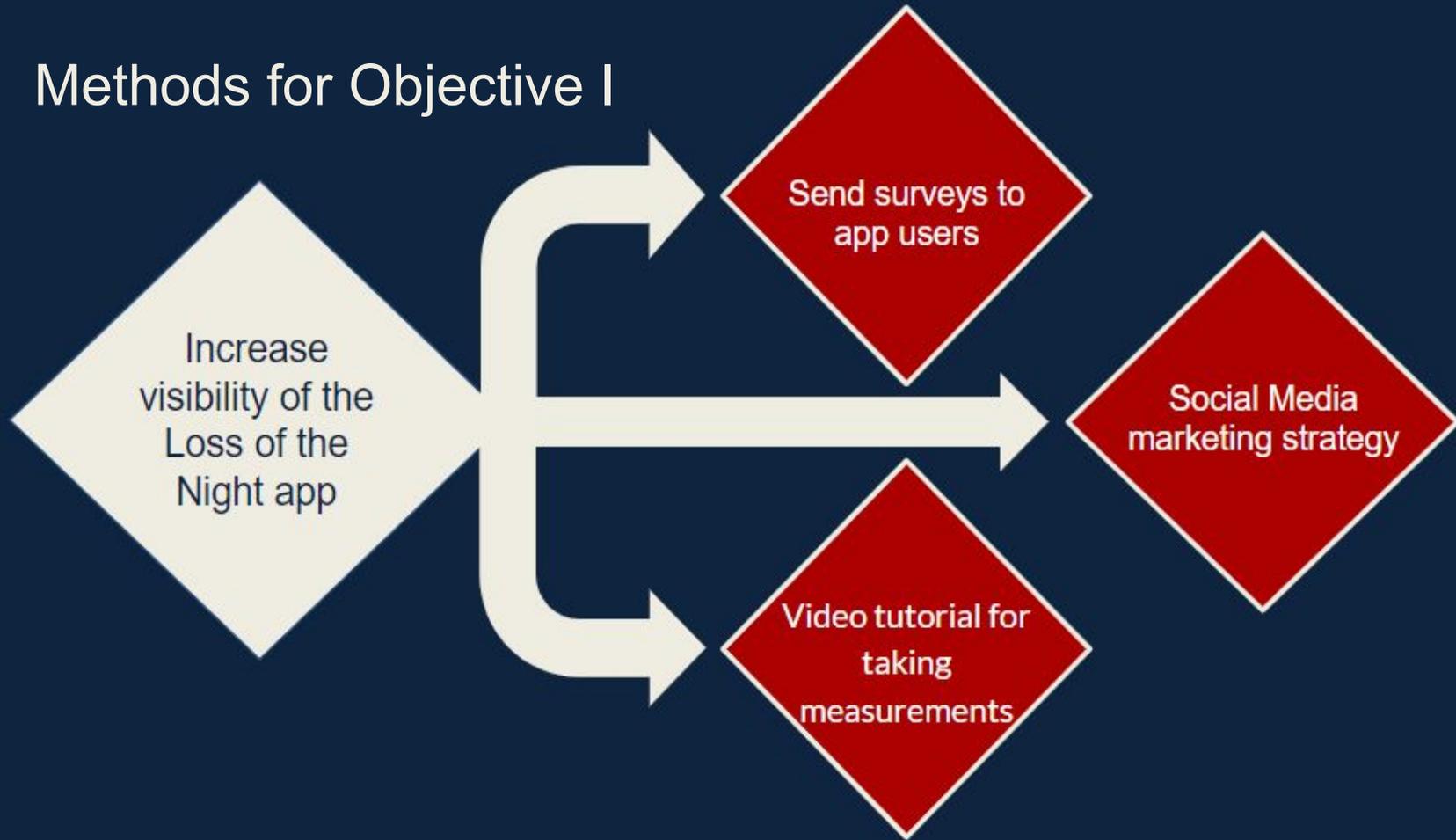


# Objective I: Creating a marketing strategy for the Loss of the Night App is crucial for increasing its user base

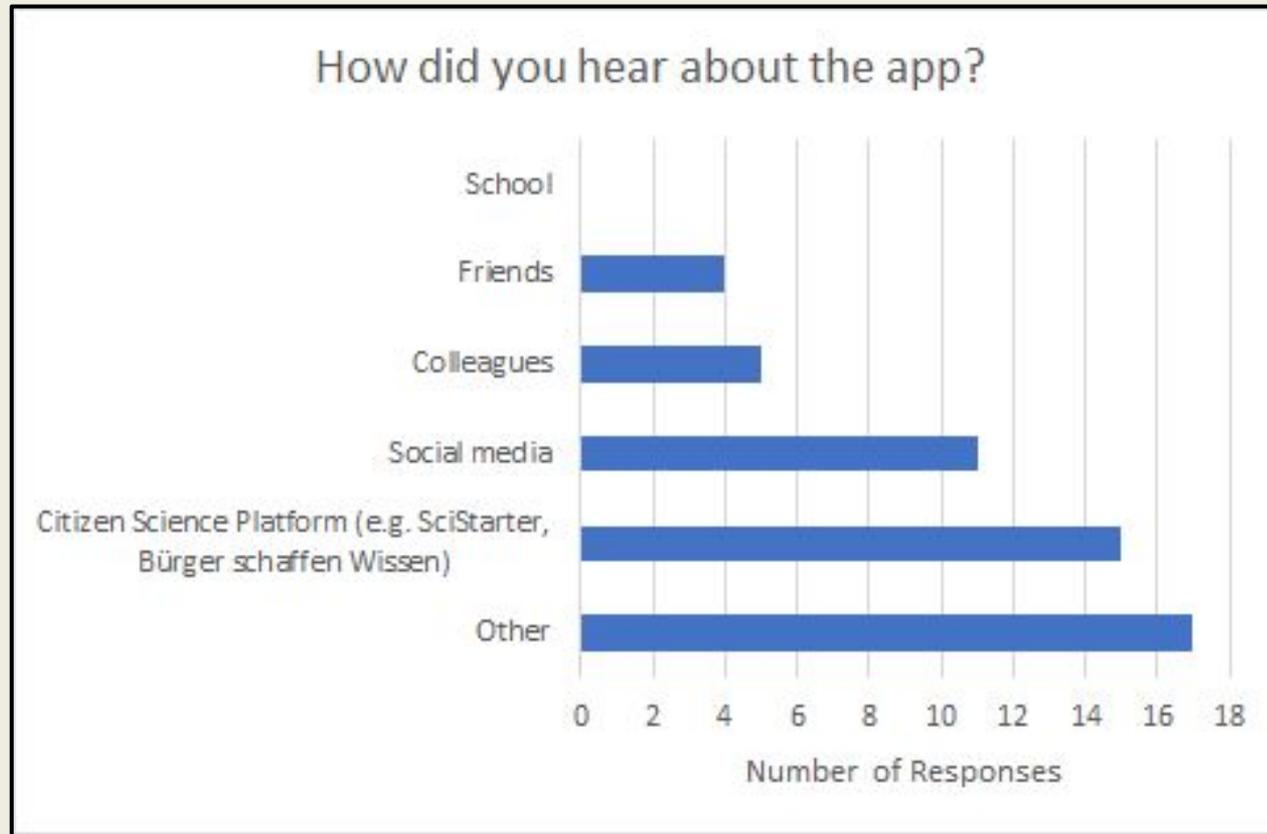
- The app is a citizen science tool that collects data on visible stars
- It relies on the combined efforts of thousands of citizen scientists to contribute data



# Methods for Objective I

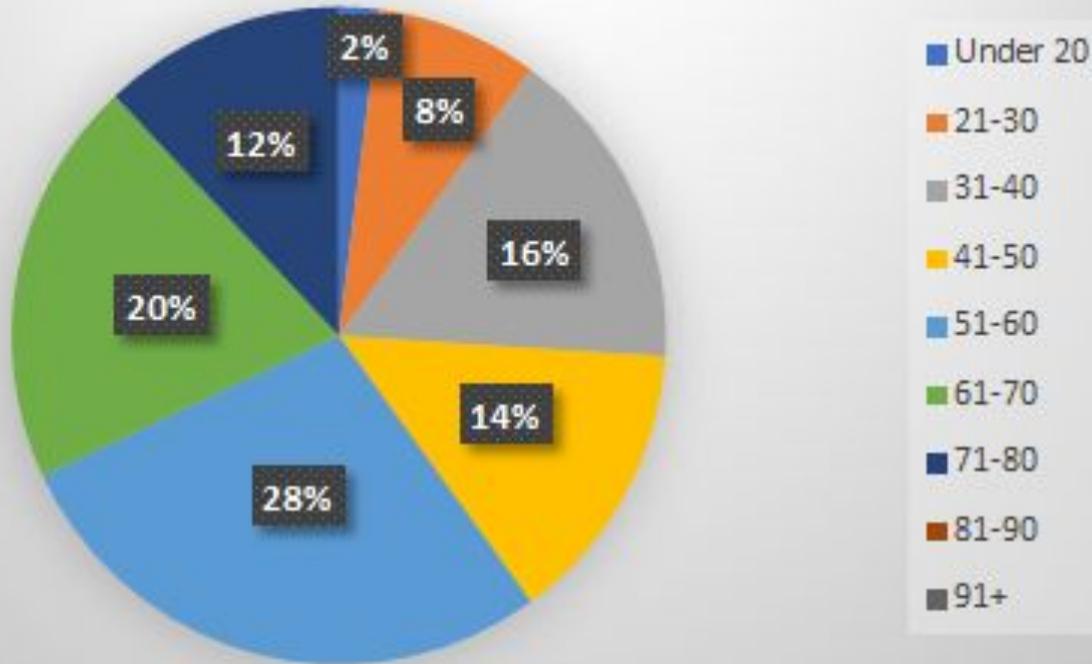


# Most respondents here about the app through a citizen science platform



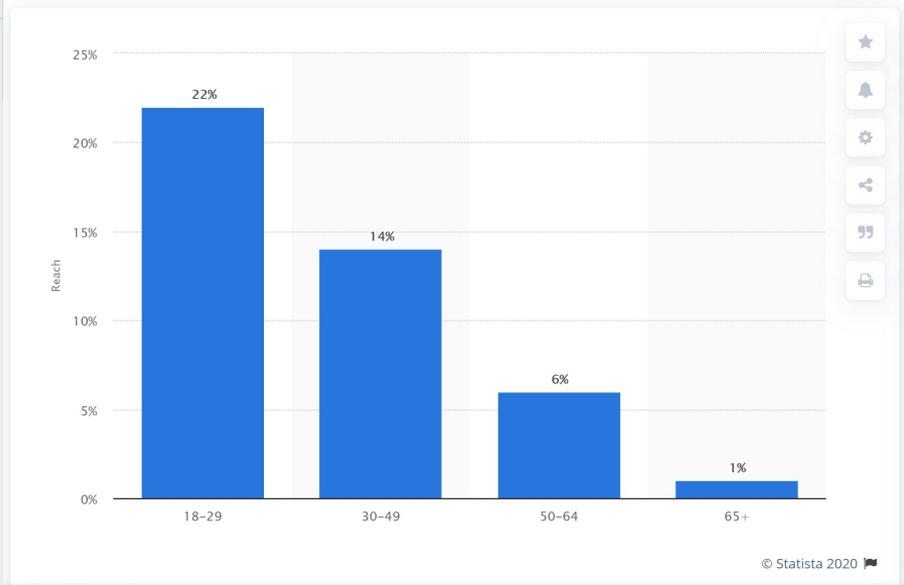
The largest age group for app users is 51-60 years old

Age Groups of people using the app



# The most compatible social media platforms for the app promotion are Twitter and Reddit

Percentage of U.S. adults who use Reddit as of February 2019,

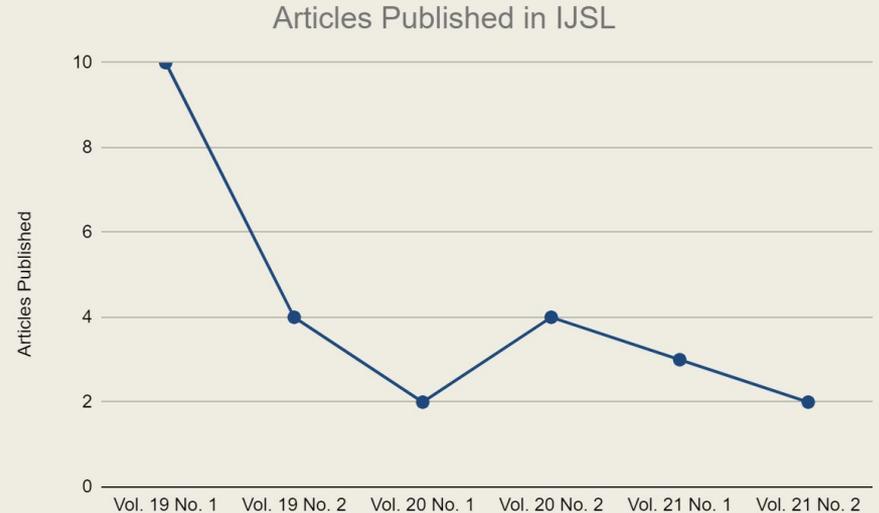


An updated video tutorial will increase user confidence



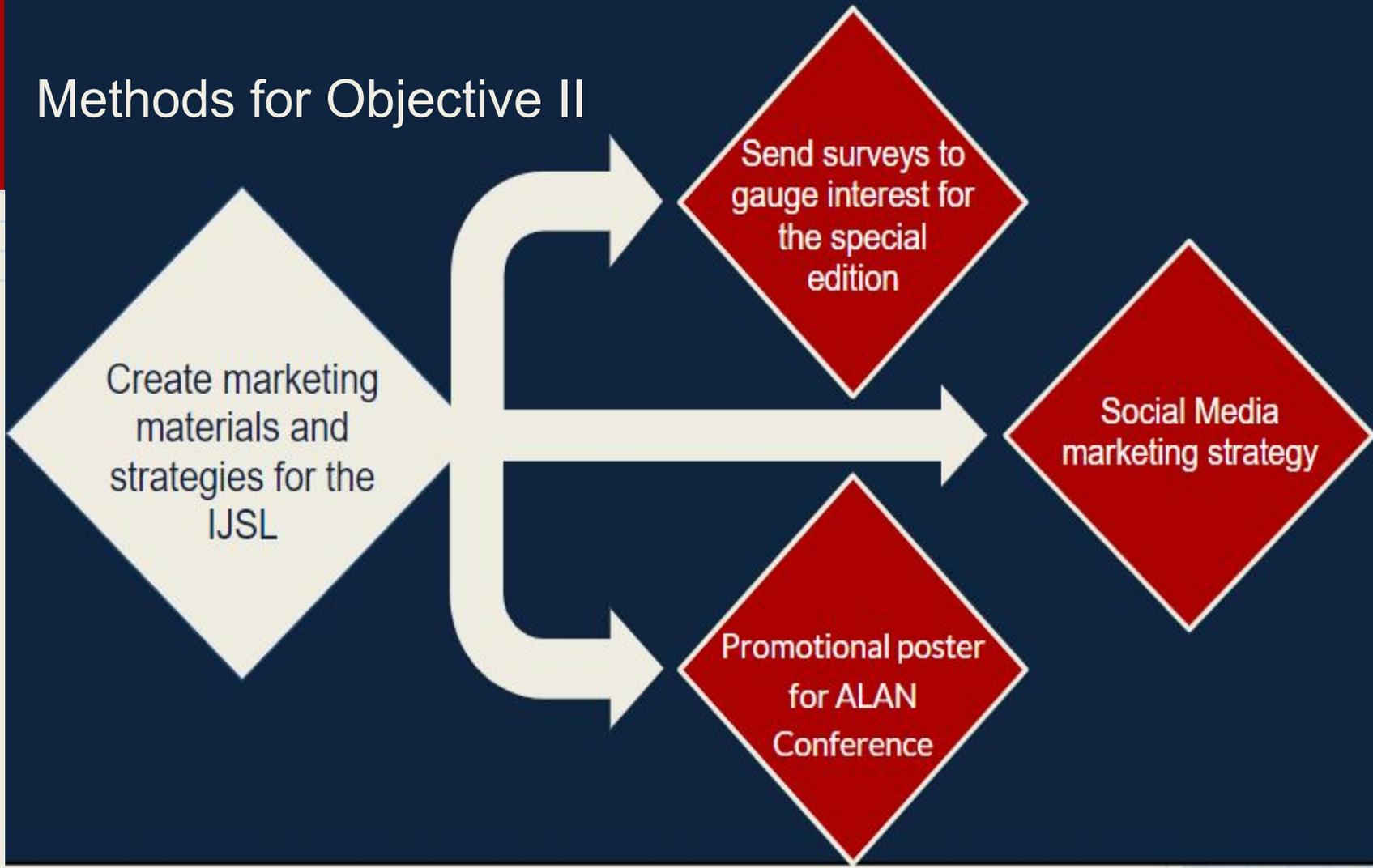
## Objective II: Creating a marketing strategy for the *IJSL* is critical to improve its impact and performance

- The *IJSL* is an open access peer reviewed journal dedicated to publishing materials related to lighting and its effects on the environment
- The journal has been publishing fewer articles each edition

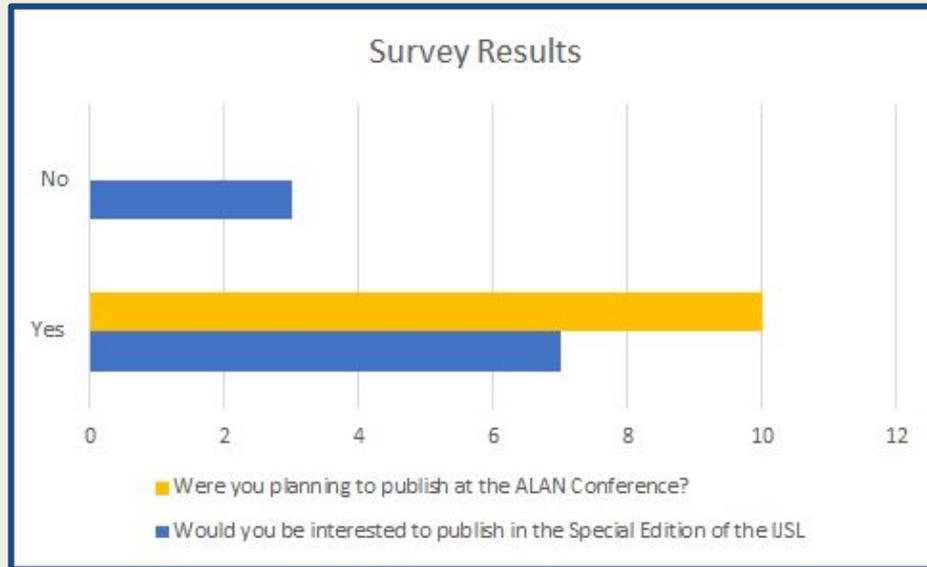
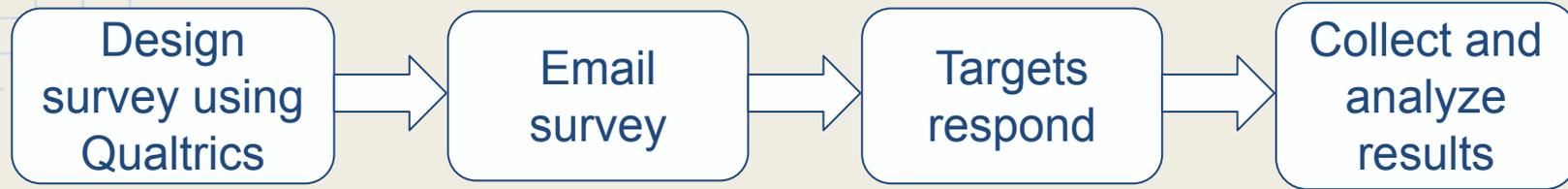


Data sourced from: <https://www.lightingjournal.org/index.php/path/issue/archive>

## Methods for Objective II



# Results from the survey determined that a special edition is viable to publish



# The journal's best social media platform to use is Twitter

## Recommendations

- ❖ Times to post
  - Research shows that the ideal time to post on Twitter for any locality is 0700-1000 from Monday to Friday
    - Posting at this time is ideal because activity on Twitter is highest
- ❖ What to post
  - Engaging visuals such as videos or pictures that show relevant evidence of light pollution in specific localities
    - Example: A picture of the light pollution effects in Berlin to post during the 0700-1000 timeframe
  - Character limit on Twitter is 280 characters, but a short message can be put in for less

## Relevant Hashtags

Light Pollution	Citizen Science	Environmentalism	Publishing
#darksky	#stem	#sustainablelighting	#peerreview
#darkskies	#scientist	#lightpollution	#openaccess
#lightpollution	#citizenscience	#awareness	#publishing
#artificiallight	#collectingdata	#nature	
#lightatnight	#education	#preservethesky	
#luminance	#research	#sustainability	



Tweet



International Journal of Sustainable Lighting  
@IJSL

We are the International Journal of Sustainable Lighting, an [#openaccess](#) peer-reviewed scholarly journal. We focus on publishing material about recently surfacing issues about lighting, taken from perspectives across multiple disciplines. Read an article today!  
(<http://lightingjournal.org/index.php/path>)

# A promotional poster will generate interest at the ALAN conference

- The Artificial Light At Night (ALAN) conference is a gathering of people interested in the effects of light pollution
- In the past, the journal has recruited many articles from this conference to be published
  - In 2019, zero articles from the ALAN conference were published in the *IJSL*

The poster features a central hexagonal logo with the text 'IJSL International Journal of Sustainable Lighting'. To the right is a lightbulb icon with a leaf inside. Below the logo are three dark hexagonal boxes containing text about 'Publish', 'Join', and 'Cite'. At the bottom left, there is a list of steps for submitting research to the journal.

**IJSL**  
International Journal of Sustainable Lighting



**Publish**

- **We are inclusive:** We support open access practices and we are inclusive to disciplines not traditionally associated with light pollution research.
- **We are interdisciplinary:** We encourage research from areas including but not limited to architects, engineers, and biologists.
- **We are encouraging:** We welcome grad students and early researchers to publish their research findings in the IJSL to create a forum where early researchers can get their work noticed alongside established experts.
- **We are gaining traction:** The IJSL is a great place to highlight your work. The most highly read article in 2019 received 6368 views.

**Join**

- **Help us build a community of scholars:** The IJSL is an international platform for sustainable lighting research from a multi disciplinary standpoint.
- **Critical curiosity appreciated:** What sets us apart is a focus on emerging consequences of artificial light at night rather than solely the discussion of light efficiency.
- **All are welcome:** The IJSL supports theoretical, applied and experimental research for a range of disciplines such as energy, ecology, biology, green buildings and astronomy.

**Cite**

- **Cite articles from the IJSL:** You will not only help to boost our reputation, but you will also help bring attention to the consequences of artificial light pollution. Your citation means more attention and action to promote a sustainable world.
- **Explore new citations and emerging research:** The journal provides a selection of articles on a variety of subjects. Help us recognize this important multidisciplinary work.

How to submit research to the IJSL:

1. Navigate to [www.lightingjournal.org](http://www.lightingjournal.org)
2. Register an account
3. Select "Make a Submission"
4. Review the guidelines

# You can help join the battle against light pollution!

- You can find the *Loss of the Night* app in the App Store or Google Play Store.
- We invite you to try it out for yourself!



Thank You, Questions?



# References

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