

PUBLICIZING LIGHT POLLUTION AND ITS CURES

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ABSTRACT Publicity is the first and most important tool in efforts to achieve control and reduction of light pollution. It should identify the ways in which light pollution is detrimental to vital human concerns, such as esthetic enjoyment of the heavens, scientific research, and the operation of cost efficient lighting, and take into account the relative importance of the various concerns for each prospective audience or readership.

Avenues for publicizing light pollution and its cures which have been inadequately utilized include: high school and college introductory astronomy courses, popular science and astronomy textbooks and magazines, planetarium shows and lobbies, national science weeks, famous and influential science writers, science and environmental organizations. Especially at the local and state level, using the many-avenues-at-once approach, dealing with newspapers, politicians, environmental groups, education organizations, and other entities simultaneously, helps to create a climate of interest and support in which anti-light pollution action is far more likely.

Exactly what to say in publicity efforts requires consideration. Fact sheets, slide shows, copies of already existent anti-light pollution codes, all obtainable from the International Dark-Sky Association, can be presented. Many additional points, expressions, comparisons, and examples the authors of this paper have generated and used can be offered, and hopefully added to by other in the pages of the quarterly International Dark-Sky Association newsletter.