

Media and Light Pollution Education for the Public

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Abstract. As the problem of light pollution becomes more and more threatening, there is a need to educate the society about it. Methods of doing it differ in various parts of the world. There are shown examples of methods from developing European countries, in particular Poland.

Keywords. media, light pollution, education

1. Overview

Twenty years ago, when International Dark-Sky Association was established, nobody in Poland had heard about light pollution. There were other problems and the government and municipalities didn't have the money to spend on street lighting. Nowadays, as the country is rapidly developing and new highways are being built, people expect more outdoor lighting. Furthermore, there are funds to provide it. That means that raising awareness about light pollution is crucial. However, in the era of very robust flow of information, educating people about light pollution is becoming harder and harder, as they filter the news.

The main goal of my presentation was to depict various ways of raising awareness, including educating common people during rural fairs, showing them that "astrotourism" is a new kind of tourism and that light pollution is not helping; educating people in cities through various events (even happenings in the supermarkets), banners, conferences; informing municipalities that installing street lamps of proper types and limiting the number of them may cut the expenses; talking with the lighting and energy companies about improving their reputation by reducing light pollution, as well as informing people through the media – Internet, radio and newspapers.

In the presentation I have also tried to show what effects the methods mentioned above produced and I will mention what other interesting ways of educating people were successful in other countries. More information can be viewed at Ciemne Niebo and Polaris.

References

Ciemne Niebo www.ciemneniebo.pl
Polaris www.polaris.org.pl