



## Capture the Dark 2021 Photography Contest Outreach Toolkit

### About

Photography plays a powerful role in the dark sky movement. A photograph of the naturally dark sky connects those who've never laid eyes on the naturally dark sky to a universe hidden behind the veil of skyglow. Similarly, images of wildlife and the night impacted by light pollution can spark conservation awareness and action. Photography has the power to transport us and inspire us to connect with and ultimately protect the night.

In celebration, the International Dark-Sky Association is hosting the second annual Capture the Dark Photography Contest! It is free to enter and open to entrants worldwide.

**The contest submission window is June 21, 2021 - July 23, 2021.**

### Categories

- **Connecting to the Dark** – Experiencing a natural night provides perspective, inspiration, and leads us to reflect on our humanity and place in the universe. Share a photo that illustrates our connection to the night.



- **International Dark Sky Place** – Over 170 protected lands and municipalities around the world have been certified by IDA as an International Dark Sky Place, creating havens for astrophotographers. Share a photo taken in one of these locations.
- **The Impact of Light Pollution** – Light pollution can significantly impact the environment, human health, and our access to the night sky. Share a shot that demonstrates the impact of light pollution. This category also includes images of terrible lighting, glare bombs, etc.
- **The Bright Side of Lighting** – Light pollution can give artificial lighting a bad reputation, but lighting that follows IDA's Principles for Responsible Outdoor Light can be beautiful, healthy, and functional. Share a shot of lighting that respects the dark.
- **Creatures of the Night** – Light pollution doesn't only erase our view of the stars. Scientific evidence suggests that artificial light at night has negative and deadly effects on wildlife, including amphibians, birds, insects, and mammals. Share a photo of a creature that is impacted by light pollution.
- **Deep Sky** – For thousands of years, humans have looked to the night sky and wondered what is out there. Today, we can take photos of deep space objects from our own backyards. Share an image of an object(s) such as nebulae, galaxies, and star clusters.
- **The Mobile Photographer** – No big camera? No problem! Share a shot from any of the above categories taken with a cell phone, tablet, or GoPro. No DSLR, mirrorless camera, or drone shots.
- **Youth** – Share a shot for any of the above categories taken by someone 17 years old or younger.

*More information and a list of rules can be found at [www.darksky.org/capturethedark](http://www.darksky.org/capturethedark).*

## Meet the Judges

To judge submissions, IDA has coordinated a panel of talented astrophotographers from around the world, including:

- [Fefo Bouvier](#) | [@fefobouvier](#) | Uruguay
- [Robyn Porteen](#) | [@skiesandcoffee](#) | USA
- [Trevor Jones](#) | [@astrobackyard](#) | Canada
- [Abdul Dremali](#) | [@advil](#) | USA
- [Mara Leite](#) | [@maralphoto](#) | UK
- [Kristine Richer](#) | [@kristineroasephotography](#) | Canada
- [Shreenivasan Manievanan](#) | [@shreeniclix](#) | USA
- [Jeff Dai](#) | [@jeffdaiphoto](#) | China



## Ways You Can Help Spread the Word

*Even if you're not a photographer, please consider the following ways to help spread the word and inform your community about the 2021 Capture the Dark Photography Contest:*

- Enter the contest! It's free and open to everyone, no matter your skill level or gear—there's even a mobile category.
- Spread the word about the 2021 Capture the Dark Photography Contest on social media. Check out our social media tools below, and be sure to use the official hashtags: #idadarksky and #capturethedark.
- Share information about the contest in your newsletter.
- Blog or write about the Capture the Dark Photography Contest on your website.

## Resources

**Contest web page:** <https://www.darksky.org/capturethedark/>

**IDA Handle:** @IDADarkSky

**Account Links:** [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#)

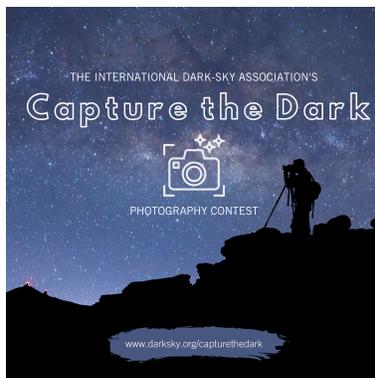
**Primary Hashtags:** #CapturetheDark #idadarksky

**Download graphics for social media:** [Facebook](#), [Instagram](#), [Twitter](#)

## Sample Social Media Posts

*Help us spread the word about the 2021 Capture the Dark Photography Contest on social media. Here is a sampling of what you might post.*

Calling all photographers! @idadarksky is hosting a dark sky photography contest, now through July 23, 2021. Learn more and enter today at [www.darksky.org/capturethedark](http://www.darksky.org/capturethedark). #capturethedark



Have you heard? @idadarksky is hosting a photography contest! It's free to enter and open to entrants from around the world! Learn more and enter here: [www.darksky.org/capturethedark](http://www.darksky.org/capturethedark)



Right now through July 23, @idadarksky is hosting their #capturethedark photography contest! Learn more and enter here: [www.darksky.org/capturethedark](http://www.darksky.org/capturethedark)



Photographer friends! Do you shoot astro, nighttime, or wildlife? Then this photography contest is for you! @idadarksky is hosting the 2nd annual Capture the Dark photo contest! Learn more and enter at [www.darksky.org/capturethedark](http://www.darksky.org/capturethedark)



*Share your own photo! Use the caption to talk about the contest and encourage people to enter.*

[Insert your own photo]



## Sample Newsletter

*A sample of what you might send out in a newsletter to promote the Capture the Dark Photography Contest.*

Calling all photographers! In celebration of photography's impact on the dark sky movement, the International Dark-Sky Association is hosting the second annual Capture the Dark photography contest. It is free to enter and open to entrants worldwide. There are eight categories, including everything from mobile phone to deep space and wildlife photography. The contest runs from June 21, 2021 - July 23, 2021.

Learn more and enter at [www.darksky.org/capturethedark](http://www.darksky.org/capturethedark).



\*Insert whatever photo from the social media sized graphics fits in your newsletter layout or use your own!

## Contact

*Please don't hesitate to reach out with any questions.*

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