



John Mueller <john@keweenawresort.com>

Full Endorsement of Keweenaw Dark Sky Park Certification

1 message

Ashley Wilson <ashley@darksky.org>
To: John Mueller <john@keweenawresort.com>
Cc: Amber Harrison <amber@darksky.org>

Mon, Jun 6, 2022 at 2:59 PM

Dear John,

I am pleased to inform you that IDA's Dark Sky Places Committee has fully endorsed the nomination for Keweenaw Dark Sky Park to receive the International Dark Sky Park certification! Congratulations on this incredible achievement that will embody the commitment and dedication of your park to preserve your night skies. I am sure everyone involved will be delighted to hear of this good news and that their hard work paid off.

For the next steps in formally announcing the designation, I will need you to provide the following information to Amber:

1. Please provide 2-3 images of Keweenaw at night via email for your official IDA page. Images should be high resolution and show the nighttime context of the designated area without any influence of light painting. We will also need the photographer's name and permission to use their photo on our website, as well as a 25-50 word description of the photo(s).

2. Provide a suggested date and your written announcement draft regarding your certification at least seven days before your desired announcement date. Once we have your document, we will add a quote from our Director of Conservation. The document should also include 1-3 quotes from people involved with the nomination effort. Here is a [link to a suggested template](#) to help you write the announcement. IDA requests that you add in the boilerplate language that we provide at the end of the template to further promote our organization and this Program. In the last sentence of the boilerplate, update it to say:

"Keweenaw Dark Sky Park now joins more than 195 Places that have demonstrated robust community support for dark sky advocacy and strive to protect the night from light pollution."

If you have any questions or concerns about promoting the announcement on your end (such as specific requirements for local press releases), please communicate with Amber directly. The date and time of the scheduled announcement must be the same for both IDA and any external sources you work with, but we can be flexible to a degree if there needs to be altered content.

Once we review your draft and provide our quote, we will send it back to you for final approval. If you work for an agency that requires approval of the final draft, please let us know so we can take that additional timeframe into consideration when planning the timing of your announcement.

3. We will also create a [personalized page](#) of your site on our website to showcase your unique site and share your efforts in how your actions directly impact the night sky and nocturnal environment. If possible, please use the same template link that I shared above to write a 2-300 word summary of your site to be used on our website.

4. Please confirm the name (with the preferred salutation) and contact information (email and phone number) for the person who will be listed as the official point of contact for this designation. Note that you can have two contacts for your certification – a public contact that will be listed on our website and a separate contact that will work with IDA staff directly, especially for your annual reports. If this is the case, please provide all necessary information and how they will respond to IDA in email correspondence.

5. Can you confirm if this is the correct physical address for your site:

[14252 US Hwy 41, Copper Harbor, MI 49918](#)

6. Please provide a link to your website and any social media handles associated with your site, as we would like to tag them in our related announcements. Any direct links to their pages would also be appreciated.

As a reminder, your first annual report will be due January 1, 2024. IDA staff will provide periodic emails to remind you of this requirement to maintain your status in good standing. However, IDA grants new Places one full year before we require you to submit the report, so you will not need to provide one at the end of this year. For your convenience, we have this [link that states which information we require in your report](#), so please keep this in mind as you gather information about your site for the rest of this year and the next.

Congratulations again on your certification, and I look forward to continuing to serve as a resource for any questions, comments, or concerns you might have regarding dark skies.

Stars up, lights down,
Ashley

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