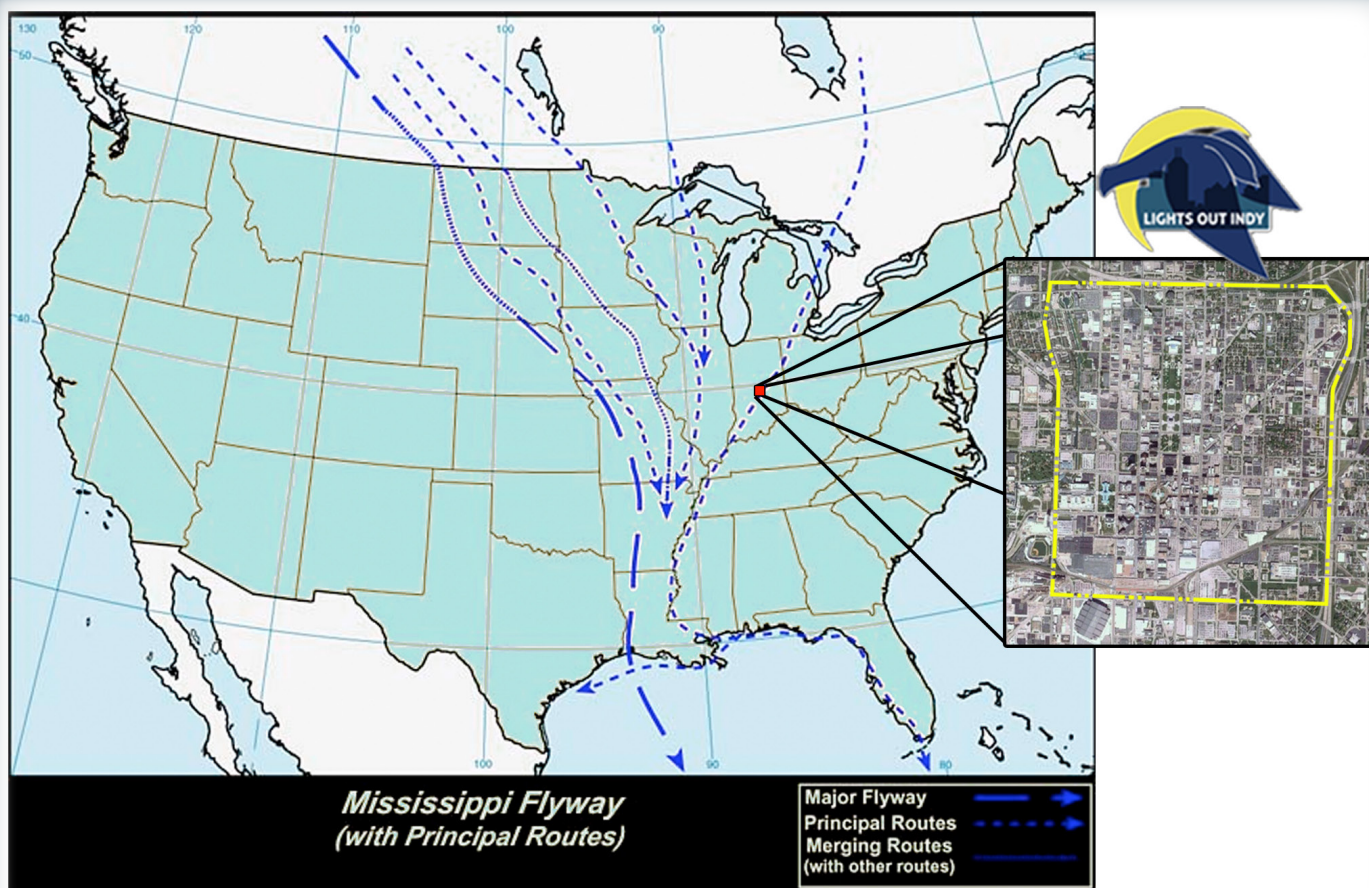




Outreach Package

KILL THE LIGHTS
SAVE BIRDS
SAVE ENERGY
SAVE MONEY

LIGHTS OUT INDY!



Flyway image from <http://www.birdnature.com/mississippi.html>

- The Mississippi Flyway , a migratory bird pathway, passes through Indianapolis
- The Indianapolis skyline is home to 19 buidlings over 75 meters = a lot of light
- A confused bird may “follow” the light and find itself surrounded by buildings
- Disoriented birds then collide with windows

Kill the Light, Save Birds!



KILL THE LIGHTS
SAVE BIRDS
SAVE ENERGY
SAVE MONEY

Sample Poster Layout



*Change Message based
on Target Audiences*

KILL THE LIGHTS
SAVE BIRDS
SAVE ENERGY
SAVE MONEY



What if this....



looked like this?

You might get lost too.



Lights Out Indy seeks to reduce bird mortality due to building collisions and decrease energy consumption in Indianapolis
email: info@lightsoutindy.org
web: lightsoutindy.org



**KILL THE LIGHTS
SAVE BIRDS**

Building Management



web: lightsoutindy.org

follow @KillNiteLight on twitter

- Window Decal / Poster Campaign
- Enlist participating buildings, Public Spaces
- Links to mobile technology, Volunteer Info

KILL THE LIGHTS
SAVE ENERGY


Building Management



KILL THE LIGHTS
SAVE MONEY

TWITTER

twitter Home Profile Messages People KillNiteLight

 **Lights Out Indy**
@KillNiteLight Indianapolis, IN
Reducing bird mortality due to building collisions and decreasing energy consumption in the Indianapolis Metro area! Kill the Nite Light!
<http://lightsoutindy.org>

Edit your profile →

Timeline Favorites Following Followers Lists

 **KillNiteLight** Lights Out Indy
The students in the Environmental Practicum course @butleru have been blogging about LOI here:
<http://butlerpracticum2010.wordpress.com>
1 hour ago

 **KillNiteLight** Lights Out Indy
Kill the Light, Save Birds, Save Energy, Save Money!
15 Dec

About @KillNiteLight
2 Tweets | 18 Following | 10 Followers | 0 Listed


Following 18 Followers 10


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twitter Home Profile


What's happening?

Timeline @Mentions Retweets Searches Lists

 **indianawildlife** Indiana Wildlife Fed
RT @NWFGreatLakes: Conservation groups lean on #Corps to speed up #asiancarp study. this is very important.
<http://bit.ly/dH135q>
22 minutes ago

 **KillNiteLight** Lights Out Indy
The students in the Environmental Practicum course @butleru have been blogging about LOI here:
<http://butlerpracticum2010.wordpress.com>
1 hour ago

 **wfyi** wfyi
We're just about at the end of the show today - awesome listener participation! We really appreciate it. #nolimitswfyi
1 hour ago

 **wfyi** wfyi
Please keep sending your comments and questions about the state of the arts in Indiana - great comments from our...
<http://fb.me/Qwmebbmn>
1 hour ago

 **INdnrnews** Indiana DNR
Take part in a bird count this winter
http://www.in.gov/portal/news_events/64676.htm
2 hours ago

- Update @KillNiteLight regularly with information
- Use twitter to highlight and support participants



KILL THE LIGHTS
SAVE BIRDS
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TWITTER

The screenshot shows a Twitter interface with a dark header. The main content area is split into two columns. The left column shows a 'What's happening?' search bar and a 'Timeline' of tweets. The right column shows a detailed view of a tweet from @TheCBreezy (Caroline Bloemker) with a photo of birds on a nest. The tweet text reads: 'Bird report test tweet @killnitelight http://twitpic.com/3ghwb1'. Below the tweet, it says '1 hour ago via Twitter for Android ☆ Favorite ↩ Reply'. The photo shows several birds perched on a large, messy nest of sticks against a building. Below the photo, it says 'via TwitPic'. Underneath, there is a section 'Mentioned in this Tweet' with a tweet from KillNiteLight: 'Reducing bird mortality due to building collisions and decreasing energy consumption in the Indianapolis Metro area! Kill the Nite Light!'. At the bottom of the right column, it says 'Tweets from @TheCBreezy'.

Followers can report bird collisions and upload photos in the absence of a mobile site



KILL THE LIGHTS
SAVE BIRDS
SAVE ENERGY
SAVE MONEY

MOBILE TECHNOLOGY



- Work with CUE and Butler on the IndianAPPS project

- Develop mobile website for citizen science reporting

- Current website is not user friendly for smart-phones or iPads

Collisions

This App will allow you to photograph and record a bird that was injured or killed by striking a building. You will be able to photographically document the strike, compare it with a bird list so that you can identify what bird you found, and visualize these results on an interactive map.

Please fill out the fields below to have your information added to our database:

Street Number	Direction	Street Name	Street Suffix
<input type="text"/>	<input type="button" value="N"/> <input type="button" value="S"/> <input type="button" value="E"/> <input type="button" value="W"/>	<input type="text"/>	Select a Street Suffix <input type="text"/>
Zip Code	County	State	
<input type="text"/>	<input type="text"/>	Select a State <input type="text"/>	
Bird SIZE	Body COLOR	Wing COLOR	
Select <input type="text"/>	Select <input type="text"/>	Select <input type="text"/>	
Wing BARS?	Upload PHOTO	Notes or Comments	
<input type="text"/>	Browse ... <input type="text"/>	<input type="text"/>	

SUBMIT

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BUTLER UNIVERSITY

LIGHTS OUT INDY



KILL THE LIGHTS
SAVE BIRDS
SAVE ENERGY
SAVE MONEY