



Delaware Sea Grant

SeaTalk: *A PSA facelift*



A Brief History of SeaTalk



- 30+ years in production
- Many topics
- 30- and 60-second announcements each month

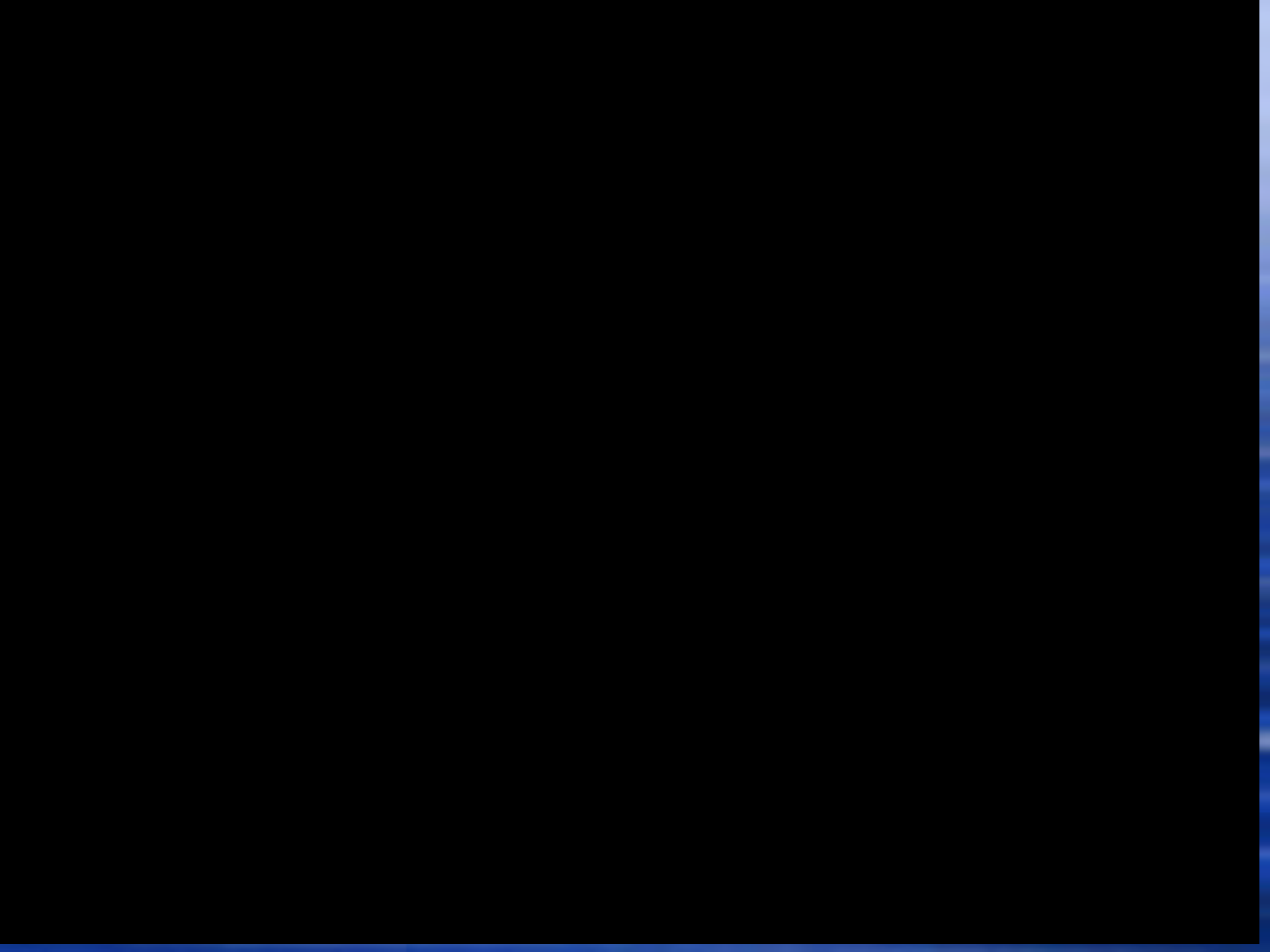
SeaTalk Distribution— Radio Only

- Distributed to radio stations in the region.
- Potential to reach millions of listeners.
- 2009 survey of stations
 - more stations than we thought
 - broadcast frequency
 - subject matter interest
 - preferred formats

SeaTalk Distribution— Multimedia

- Broaden audience
- Took audio files, combined with related photos (and later video)
- Correlated with 2009 DESG web revamp





Availability

- DESG Website

The screenshot displays the Sea Grant Delaware website interface. At the top, the logo for Sea Grant Delaware is centered, with navigation links for Research, Education, Outreach & Extension, News & Events, Publications & Products, and About Us. The main content area features a video player titled "Sea Talk Video - Hurricanes" with a play button overlay. To the left of the video, there is a search bar, text size controls, and a "RELATED" section with three items: "Lewandowski taking statewide perspective on coastal management", "'SeaTalk' podcasts answer your coastal questions", and "Summer 'SeaTalk' podcasts and announcement available". Below the related items is a "FOLLOW US ON..." section with a link to the "At Sea Newsletter" and a "sea talk" logo with the text "Audio and video announcements!". At the bottom of the page, there are social media sharing options for RSS, Twitter, YouTube, and Facebook, along with a "Page Updated on August 6, 2012" notice.

Delaware Sea Grant College Program
Newark, DE 19716 USA
Phone: 302-831-8082
E-mail: marinecom@udel.edu

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TEXT SIZE A A A PRINT

RELATED

- Lewandowski taking statewide perspective on coastal management
- 'SeaTalk' podcasts answer your coastal questions
- Summer 'SeaTalk' podcasts and announcement available

FOLLOW US ON...

At Sea Newsletter
Sign up for our online Newsletter today!

sea talk
Audio and video announcements!

Sea Talk Video - Hurricanes
Hurricanes are among the most destructive forces found in nature. These powerful tropical cyclones can bring torrential rains, coastal flooding, and sustained wind speeds greater than 74 miles per hour.

Publication Date: August 6, 2012

Episode Script:
This is SeaTalk: Ocean News from the University of Delaware.
Hurricanes are among the most destructive forces found in nature. These powerful tropical cyclones can bring torrential rains, coastal flooding, and sustained wind speeds greater than 74 miles per hour.
The official Atlantic hurricane season runs from June through November. To help monitor local weather conditions, the Delaware Environmental Observing System compiles data in real-time, which is available to the public online. This resource helps state and local leaders make critical emergency management and transportation decisions. Local radar and satellite data is available at D-E-O-S dot U-DEL dot E-D-U.
This is SeaTalk, a public service announcement from the University of Delaware, the Delaware Sea Grant College Program, and this station.

Page Updated on August 6, 2012

Share / Save RSS Twitter YouTube Facebook

Availability

- DESG Website
- YouTube

The screenshot shows the YouTube channel page for Delaware Sea Grant. At the top, the YouTube logo is on the left, and navigation links for 'Browse', 'Movies', 'Upload', and 'Sign In' are on the right. The channel header includes the 'Delaware Sea Grant' name, a 'Subscribe' button, and statistics: 59 subscribers and 54,293 video views. Below the header, there are tabs for 'Featured' and 'Browse videos', and a 'Search Channel' box. The main video player displays a video titled 'Sept 2012 Sea Talk - Coast Day' with a play button overlay. Below the player, the video title is repeated, along with 'by DESeaGrant 2 weeks ago' and '23 views'. A section for 'Uploaded videos' shows '1-10 of 103' videos with a 'Play all' button. Two video thumbnails are visible: 'Sept 2012 Sea Talk - Coast Day' and 'August 2012 Sea Talk - Hurricanes'. The right sidebar contains an 'About Delaware Sea Grant' section with a welcome message, the website 'deseagrnt.org', and channel statistics. Below that are 'Featured Playlists' including 'Uploaded videos' (103 videos) and 'My Top Videos' (9 videos).



Availability

- DESG Website
- YouTube
- Facebook

facebook Search for people, places and things Ron Ohrel Voice Find Fr

You are posting, commenting, and liking as Delaware Sea Grant — Change to Ron Ohrel

Delaware Sea Grant Timeline Now Admin Panel

Sea Grant Delaware

Delaware Sea Grant
383 likes · 9 talking about this

Organization
Welcome to Delaware Sea Grant College Program's page! Since the Univ. of Delaware was designated the nation's 9th Sea Grant College in 1976, our goal has been to promote the wise use, conservation, and management of marine and

About Photos Likes Events

Highlights

Status Photo / Video Event, Milestone +

Write something...

Delaware Sea Grant
Yesterday

Wings of Hope Butterfly Release (4 photos)
Building some plankton for cancer patient support! Thanks to Cancer Support Community Delaware for the opportunity to participate in today's fantastic event!

1 Friend
Likes Delaware Sea Grant

Recent Posts by Others on Delaware Sea Grant See All

Long Island Sound Study
This month's Sea Talk by Delaware Sea Grant focuses on...
2 · May 11 at 8:56am

Delaware NERR
A Sea Talk Video about an invader of our coastal marshes...
2 · May 2 at 12:33pm



Availability

- DESG Website
- YouTube
- Facebook
- Twitter

The screenshot shows the Twitter profile for Delaware Sea Grant (@DESeaGrant). The profile header includes the organization's logo, name, handle, and a brief description: "Delaware Sea Grant promotes conservation and management of marine and coastal resources through research, education, and outreach." It also lists the location as "Lewes & Newark, Delaware" and the website "http://www.deseagrants.org". The profile statistics show 2,485 tweets, 370 following, and 1,857 followers. Below the header is a "Follow Delaware Sea Grant" section with a sign-up form for full name, email, and password. To the right is a "Tweets" section displaying a list of recent tweets from the account, including announcements about plankton exhibits, sea level rise assessments, and Coast Day events. At the bottom of the profile page, there is a footer with copyright information and links to various resources like About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, and Developers.



Analytics

- YouTube: 24k views in last 12 months
- 350 FB fans
- 1760 Twitter followers
- Demographics
 - YouTube: 55% over age 45
 - FB: 58% over age 34

Other Opportunities

Comcast Beach Television Network

The screenshot shows the Ocean City TV website interface. At the top, the logo reads "ocean city TV" with the tagline "Tune In... Your Beach TV Network!" and "Ocean City Videos on OceanCity.TV". A banner on the right says "OCEAN CITY IS FREE". The navigation menu includes Home, Channels, Beach TV Network, Live Cams, Submit A Video, Add Your Business, Employment, and Contact. The main content area is titled "Beach TV Network" and features a video player showing a scene with a lighthouse tower. To the left is a "Change Channels" sidebar with buttons for various categories like OC Shows, At The Beach, Beach TV, Turtle Talk, The Boardwalk, Taste Buds, Lodging, Golf, Dining, Night Life, Attractions, Shopping, 'The Edge', Ravens Rap, OC Bikefest, and Local!. Below the video player are four promotional boxes: "Submit Your Video" (with a smartphone icon), "Ocean City Is Free!" (with a "Be Our Guest" logo), "Ocean City Deals!" (with a "Beach City Deal" logo), and "Search Hotel Deals" (with a calendar icon). The bottom of the page shows a "BOARDWALK" banner.



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Ron Ohrel: rohrel@udel.edu