

COASTAL COMMUNICATORS

A newsletter for the nation's coastal management and research reserve programs.

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GOOD COMMUNICATION
IS THE BRIDGE
BETWEEN CONFUSION
AND CLARITY.

– Nat Turner

July 2021, Issue 33



COMMUNICATION INSIGHTS

THE PODCASTING DECISION

"Is now the time to produce your own podcast?"

That's how a [recent article](#) in *Ragan's PR Daily* newsletter begins. Statistics cited are impressive: podcasts command an audience that is growing by 20 percent each year. More Americans (3.6 million more) listened to podcasts in 2020 than in 2019. Some predictions say the U.S. podcast audience could double by 2023. Double!

More Good News

Podcast audiences score above average when it comes to attentiveness. While we see viewership for many of our videos sharply drop off right before the one-minute mark, a Nielsen survey found that 80 percent of podcast listeners complete most of the episodes they invest time in, making a podcast a viable way a content provider can go deep with their audience.

The costs associated with a podcast further sweeten the pot. Video equipment is pretty expensive, but you can get a respectable audio setup for less than \$100. Another plus: audio is far easier to learn and master, not to mention the improved comfort (and performance confidence!) most people feel when behind a microphone as opposed to being in front of a camera.

Other Considerations

Strongly preferred: having a person in charge of the podcast who is a real aficionado for the process, the medium, and the content, as opposed to someone's boss saying "sure would be nice if we had a podcast." If you don't have all of the aforementioned qualities, be sure to team up with someone who does, as you will need them, especially when the charm of the first few months slips away.

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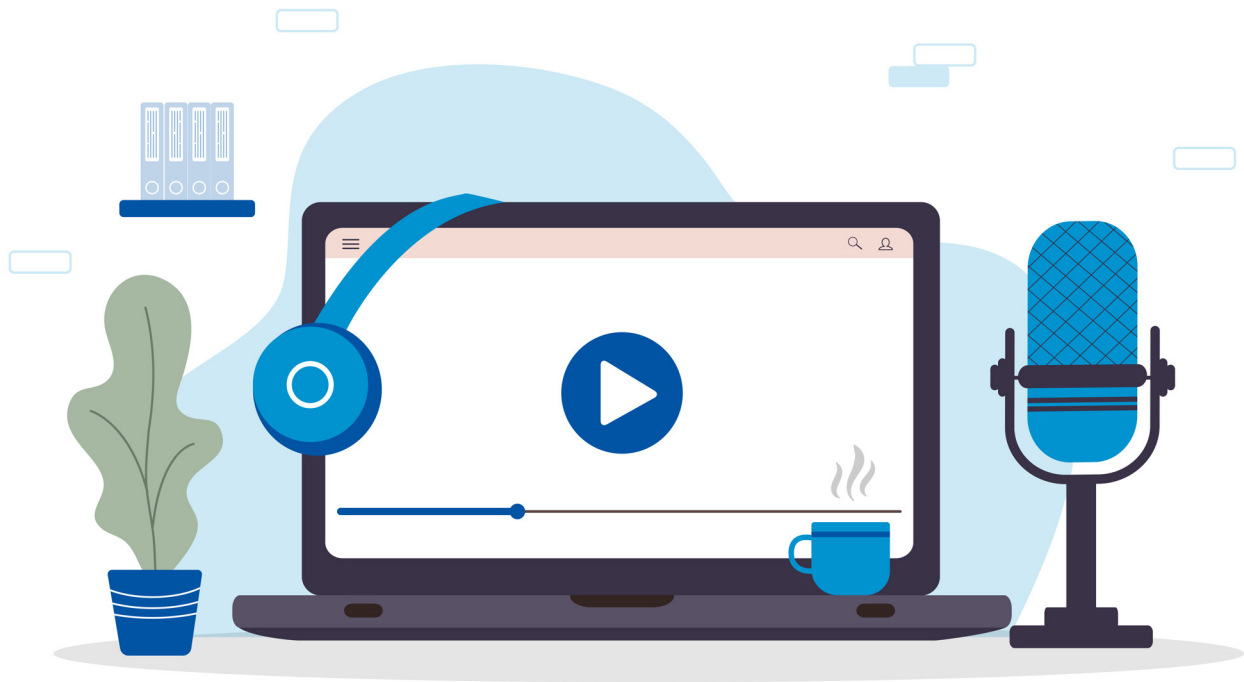
Anything that has a continuing deadline can be a grind (did we mention you need a production calendar for this, with regularly scheduled content?!). But if you have a group of scientists who are always gleefully explaining things to Joe Interested Audience, or an educator or trainer group bursting with stories to tell, a podcast might work.

If you don't feel you can make this commitment, but still feel strongly that this medium might work well for the organization, and more importantly, your target audience, are there existing podcast options with partnership potential, or professional organizations that you can contribute to instead of starting your own?

Or maybe you belong to a group of educators (or scientists, or public relations specialists, or government professionals) who might want to start a collective podcast production effort.

Podcasting is a niche media that offers real rewards. If you would like to talk to someone about this before you jump in, let us know and we'll connect you to some co-workers who have been at this for a few years. I'm sure they will have great stories to tell.

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COMMUNICATION PRODUCT OF THE MONTH

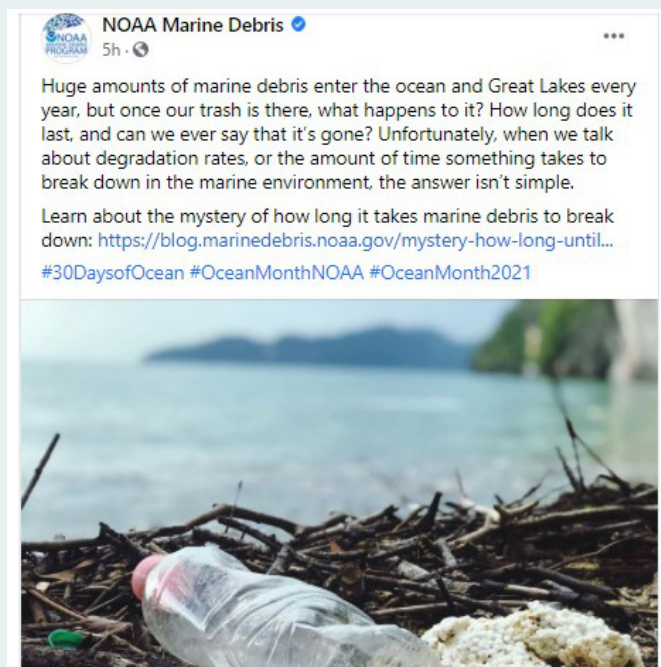
Featured product: The NOAA Marine Debris Program's social media accounts

Source: Twitter (twitter.com/NOAADebris) and Facebook (facebook.com/NOAAMarineDebris)

Submitted by: Jodie Sprayberry, CSS for NOAA's Office for Coastal Management

What it is: The social media accounts for NOAA's **Marine Debris Program**—the federal government's lead for addressing marine debris. The program achieves its mission through five main pillars: removal, prevention, research, regional coordination, and emergency response.

Why I like it: I think their social media accounts do a great job of demonstrating what the Marine Debris Program is all about, including the pillars of their mission. Their posts include tips on reducing marine debris, information on the dangers and impacts of marine debris, shout-outs to partners, links to resources, and inspiring photos. You can see in some of the examples below, they're varied—ranging from informational to entertaining—but what they all achieve is inspiring action.



FROM US TO YOU

OUTREACH TOOL SPOTLIGHT – FUNDING AND FINANCING COASTAL RESILIENCE

Understanding the intricacies of funding and financing coastal resilience projects can be difficult—trying to share this information with your audience can be downright daunting. Instead, use this knowledge-packed video to provide your audience with the foundational knowledge needed to distinguish between various approaches, generate new ideas, and find resources to move to the next level. View it here: coast.noaa.gov/digitalcoast/training/funding-webinars.html.

UPCOMING SOCIAL MEDIA CAMPAIGNS

Follow us on [Twitter](#), [Facebook](#), and [Instagram](#), and tag along with these campaigns:

- July 12 to 16: Use #Southeast to share and read the region's many success stories.

- All month: Use #WeGotYaCovered for land cover tools, data, and resources.

IMPACT STORY HIGHLIGHT: A TOUCHDOWN FOR THE RESEARCH RESERVE SYSTEM

We know that every day, every reserve is engaged in some really cool stuff—science and conservation to be proud of. But every once in a while there's a story coming out of the reserve system that we know the whole country can get excited about. Case in point: the story about how the Philadelphia Eagles football team has agreed to restore seagrasses and mangroves at Puerto Rico's Jobos Bay Reserve in order to offset carbon emissions stemming from team travel. Read it here: coast.noaa.gov/states/stories/noaa-reserve-hosts-carbon-offset-initiative.html.

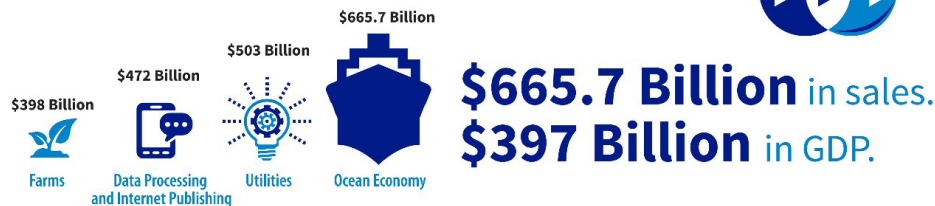
FAST FACTS – MARINE ECONOMY



AMERICA'S MARINE ECONOMY:

Based on Most Recent 2019 Data from Marine Economy Satellite Account

Tremendous Output.



Sales Comparison of Marine Economy with Other National Industries

This is one of the many graphics and facts available for your use in presentations and handouts. Grab this one at coast.noaa.gov/states/fast-facts/marine-economy.html. If you have an idea for a new group of fast facts or illustrations, please let us know.

Coastal Communicators is published by the NOAA Office for Coastal Management.

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Send questions or suggestions to coastal.info@noaa.gov.

View past issues at coast.noaa.gov/gallery/newsletter.html.

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Improving communication skills, one newsletter at a time.