

## Stewardship Blog Informs New Audiences about Eastern Lake Ontario Dunes and Salmon River Ecosystems

In 2009, New York Sea Grant created the Eastern Lake Ontario Dune and Salmon River Stewardship blog to reach new audiences. The Eastern Lake Ontario Dune and Salmon River Stewards posted content weekly. Postings included information about the stewards' educational, habitat restoration, and conservation efforts paired with vibrant photos.



(Left) Eastern Lake Ontario Dune Stewards repair protective dune fencing; (right) Salmon River Stewards encourage public use of NYSDEC invasive species disposal stations. Photos: Elizabeth Wolff, Emily Freeman, Eastern Lake Ontario Dune and Salmon River Steward Program

From June through mid-November 2009, the total number of e-visitors to the blog was 1,329.

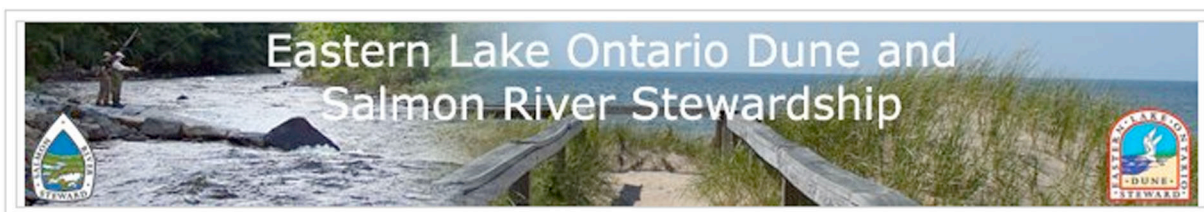
"Using this new technology has reached a new audience, and repackaged our already successful program," Eastern Lake Ontario Dune and Salmon River Steward Program Coordinator Mary Penney says. "This online outreach has effectively communicated the stewardship message and proved to be a fantastic educational tool for both the steward bloggers and our newfound e-audience."

Chief Steward Greg Chapman says, "My weekly blog contributions had me actively identifying aspects of the resource area that might be overlooked or misunderstood by the public (e.g., the difference between beachgrass and lawn grass), or that could be of interest to those not yet familiar with the areas."

What say the public users of the new blog at [www.elodsrstewardprogram.blogspot.com](http://www.elodsrstewardprogram.blogspot.com)?

- Kavin Bahler, from Williamsville, NY, wrote, "The blog... gives great information that always keeps me coming back for more."
- Sarah Howey, Waverly, NY, responded, "... an informative and interesting peek into the efforts of the stewards to educate the public and to protect this unique part of the world."
- Kyle Teufel, from Syracuse, NY, commented, "... a great way to inform someone... about life at the River and the River community... very cool how the bloggers wrote about the children and educational programs... great to see that [the stewards and the kids] are able to get outdoors and learn."

The Eastern Lake Ontario Dune Steward & Salmon River Steward Program is managed by New York Sea Grant in partnership with the New York State Department of Environmental Conservation, New York State Parks, and The Nature Conservancy.



*This project meets the performance measures of Sea Grant's Healthy New York Coastal Ecosystems focus area.*

*New York Sea Grant Extension administration is located at 112 Rice Hall, Cornell University, Ithaca, NY 14853.*

*This project summary was written by Mary Penney, Eastern Lake Ontario Dune/Salmon River Steward*