

# Dave White on the Small Screen

On the third Tuesday of every month since April, NYSG's Recreation/Tourism Specialist **Dave White** has been waking up early to bring Sea Grant's "message" to the morning masses. A six-month trial run with the Morning Show at WWNY TV 7, a Fox affiliate in downtown Watertown, finished up in September.

Airing during one of the highest rated TV blocks in the "wake-up hours," the 6:30-7 am stretch, Sea Grant's five minutes of fame features topics such as boating safety, aquatic invasive species, diving in search of sunken wrecks, the dune and Salmon River stewards program, shoreline land issues, tourism, and marine safety. Monthly outlines for the talks, which potentially reach around 10,000 viewers in Jefferson and Northern Oswego Counties, are drawn up by NYSG Great Lakes publicist **Kara Lynn Dunn**.

Morning Show Producer **Jack W. Miller** recently renewed the series through at least the next six months. "The interviews have exposed a large number of people to the wide variety of programming that New York Sea Grant organizes and participates in," says Miller. "I look forward to working with Dave White and other Sea Granters on other topics in the coming months."

After White wraps things up at WWNY TV 7 each month, he heads over to WTNy Radio 790 AM to reinforce the key points of his discussion for

drivers making their morning commute. NYSG's 5-minute segment, now a regular feature, airs during one on the show's highest rated times of the day, the 7:30-8 am slot.

The interviews between White and WTNy Radio News Director **Nathan Lehman** and Morning Show Host **George Neher** are relaxed in nature and cover a great deal of information, often in a light-hearted manner that helps listeners remember "who to call" for information on everything from scuba diving sites to invasive species.

Neher says the NYSG series has helped local listeners realize the value of their own backyard. "People are often not aware of the advantages of their own area. They vacation elsewhere so the Sea Grant series is good for sharing information about local resources," he says.

WTNY Radio 790 AM is part of a Regent Communications, Inc. cluster of stations that holds 41 percent of the market based on market revenue and compared to all other clusters in the market.

— **Paul C. Focazio**

*with additional information from Kara Lynn Dunn*



... for a peek at some of the segments that have made it on air at WWNY TV 7. And more on the Great Lakes Dune Conference.

## NYSG Spearheads Dune Protection

Early October in Traverse City, Michigan was the scene of the first-ever meeting of researchers, educators and resources managers from eight states and Ontario, Canada to discuss the unique dunes of the Great Lakes.

"While scientists have studied dunes in specific areas, they lack comprehensive data on the entire Great Lakes regional network...That's one reason the EPA approved a request from the NYSG program to fund the conference," reads an AP wire story carried nationwide after the event.

"This conference leads the way for the isolated geographic pockets of people interested

in the dunes to come together across state and international borders to share interests, resources, responsibilities and new ways of protecting the Great Lakes dunes system," says NYSG Recreation/Tourism Specialist **Dave White**.

The conference agenda addressed the current efforts in dunes research, education and resource management. Participants brainstormed needs, threats and opportunities to begin shaping a strategic management plan.

— **Kara Lynn Dunn**