

NYSG facilitated the development of Great Lakes “information bursts” to enhance Great Lakes literacy by public audiences.



CurrentCast Radio/Podcasts: Education for NY Great Lakes Resilient Communities and Economies

In a survey conducted as part of Gallup’s 2011 poll on the environment, at least three in four Americans said they worried about contaminants of soil and water by toxic waste; pollution of rivers, lakes, and reservoirs; pollution of drinking water; and the maintenance of the nation’s supply of fresh water.

To educate and engage the public in water-based learning, New York Sea Grant (NYSG) funded and facilitated the production of recorded “information bursts” and podcasts for Current Cast, a daily, 60-second syndicated radio series and podcast about water stewardship and sustainability in the Great Lakes and surrounding watersheds.

Each sound-rich, entertaining CurrentCast segment is designed to grab listener attention and interest in water stewardship, generating broad-based public support for conservation, protection, and restoration efforts. Segments are proactive in tone, and often provide concrete ways they can make a difference.

In 2016, with support from the NY Great Lakes Basin Small Grants Program administered by NYSG, CurrentCast produced and distributed 20 segments on topics including invasive species, stormwater management, shoreline protection, riparian restoration, flooding and erosion prevention, wetlands protection, and green infrastructure in New York’s Great Lakes basin.

CurrentCast segments integrate “ecosystem-based management” principles, including those to:

- provide citizens with scientific information in layperson’s terms,
- look at issues from ecological, social, economic, and institutional perspectives,
- provide information with ways people can make a difference, and
- reach a diverse audience, helping to encourage a variety of stakeholders to get involved in stewardship activities.

The segments broadcast via radio stations throughout the Great Lakes, through the CurrentCast syndicate of



more than 50 stations. The podcasts posted online at currentcast.org are available for content-sharing with interested organizations.

Partners:

- Center for Transformative Action at Cornell University
- Atkinson Center for a Sustainable Future at Cornell University
- New York State Department of Environmental Conservation
- Funding: NY Great Lakes Basin Small Grants Program

The Sea Grant Focus Area for this project is Literacy & Workforce Development for New York

New York Sea Grant is a joint program of Cornell University, the State University of New York, and NOAA.

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