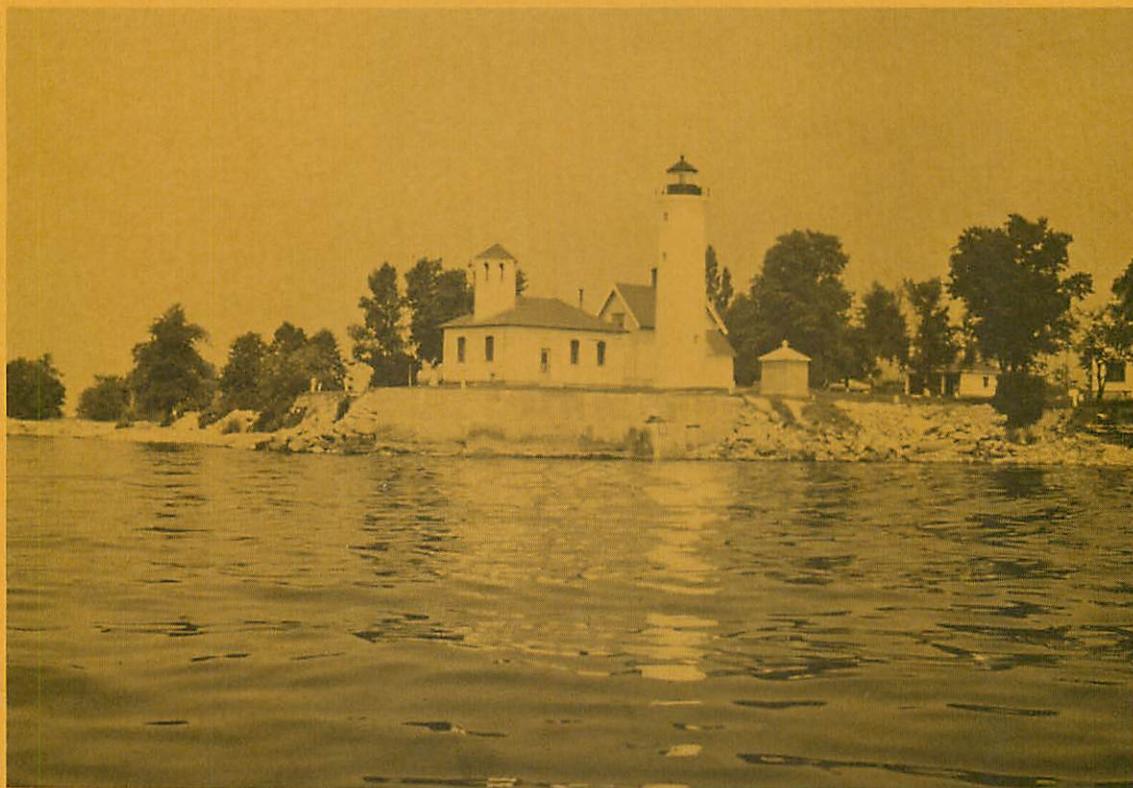


January - December 1983

Annual Report of Program Accomplishments

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New York Sea Grant
Extension Program
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Cornell University
Ithaca, New York 14853
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1983 ANNUAL REPORT OF ACCOMPLISHMENTS AND ACTIVITIES

New York Sea Grant Extension Program

INTRODUCTION

Welcome to the New York Sea Grant Extension Program interactive videolibrary of accomplishments -- File 1983. Your terminal channel selector accesses vignettes of program efforts and accomplishments. Press "return".

New York's coastline is comprised of approximately 600 miles along Lakes Erie and Ontario and the St. Lawrence River and 1800 miles along the Atlantic Ocean and tidal Hudson. With more than 14 million residents in counties contiguous to those coasts, educational opportunities abound.

At this point, our random-access channel subroutine provides a selection of anecdotes illustrating efforts completed or initiated during 1983. These appear as follows:

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THE STATE OF TEXAS

COUNTY OF ...

Know all men by these presents that ...

of the County of ... State of Texas ...

do hereby certify that ...

WITNESSED my hand and seal of office this ... day of ... 19...

Notary Public in and for the State of Texas

My commission expires this ... day of ... 19...

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Sea Grant Extension Program Office Locations, Personnel and Major Program Emphases — March 1984

GREAT LAKES/ST. LAWRENCE REGION

Major Program Emphases:

- Coastal Recreation and Tourism
- Coastal Erosion
- Coastal Planning and Development
- Youth Education

Personnel:

- Stephen Brown (Potsdam)
- Robert Buerger (Oswego)
- Michael Voiland (Brockport)
- Charles O'Neill, Jr. (Brockport)
- David Greene (E. Aurora)
- Mark Malchoff (Fredonia)
- Stephen Brandt (Oswego)



ITHACA OFFICE

Major Program Emphases:

- Seafood Use
- Coastal Recreation and Tourism
- Marine Economics

Personnel:

- Bruce Wilkins
- Michael Duttweiler
- Glenna Kopphen
- Tommy Brown
- Jon Conrad

HUDSON RIVER VALLEY

Major Program Emphases:

- Waterfront Redevelopment
- Hudson River Resources
- Marine Trades

Personnel:

- Stephen Lopez
- Jeffrey Overton

NEW YORK CITY

Major Program Emphases:

- Marine Education
- Seafood Use

Personnel:

- Linda O'Dierno

LONG ISLAND

Major Program Emphases:

- Commercial Fishing
- Seafood Marketing
- Seafood Technology
- Coastal Erosion
- Coastal Recreation and Tourism

Personnel:

- Bruce DeYoung (Riverhead)
- John Scotti (Riverhead)
- Chris Smith (Riverhead)
- Jay Tanski (Stony Brook)
- Robert Malouf (Stony Brook)
- Ken Gall (Plainview)

CHANNEL 1 -- Mission and Program Perspective

The National Sea Grant mission to enhance appropriate use of our marine and Great Lakes coastal resources is carried out in New York by the New York Sea Grant Institute. The advisory service effort called for in Sea Grant enabling legislation is conducted in New York through Cooperative Extension; staff carrying forth that work are New York Cooperative Extension employees.

The role of the Sea Grant Extension Program in New York is to carry out educational efforts that will help coastal residents, users and decision makers resolve current and projected problems, while developing and conserving coastal resources.

To carry out this role the Extension Program:

- Transfers knowledge to persons who can use it to solve coastal problems.
- Stimulates appropriate persons to apply this knowledge to solving problems.
- Stimulates researchers to generate knowledge needed to solve coastal problems.

These roles are carried out by:

- Identifying problem-solving educational programs and activities with: commercial fishermen, marine recreation industries, seafood processors and handlers, consumers of marine foods, marine mining industries, coastal zone decision makers, coastal property owners, marine recreationists, urban minority youth, and others.
- Maintaining and further developing working relationships with other agencies and groups so resources are used efficiently and programs are implemented effectively.
- Assisting in developing the directions of future Sea Grant research efforts so they are in accord with needs of the coastal users and the welfare of society.

CHANNEL 3 -- Technical Specifications

The anecdotes included in this introductory program were selected from more than 650 discrete activities and accomplishments synopsized from the monthly narrative reports of the 20 professional staff in the New York Sea Grant Extension Program. These professional staff plus at least 200 volunteers from along the coasts comprise the people power of the program. Through their efforts, more than 80,000 direct audience contacts were made with literally millions of other persons receiving information through mass media. For example, seafood related information was provided to 500,000 persons four times per month through CBS radio in New York City.

It should be made clear that no attempt was made to fully characterize all 1983 program efforts through the brief anecdotes included. Rather, we have attempted to sample predominant program approaches and the nature and scope of our impact. A complete description of our major program areas and associated educational methods and priorities is included in our Situation Statement and Program Plan. A complete bibliography of current educational materials also is available. These documents plus sources of additional details on our program activities are available through:

New York Sea Grant Extension Program
Cornell University
12 Fernow Hall
Ithaca, N.Y. 14853
(607) 256-2162

This report was written by Michael W. Duttweiler, Program Coordinator with substantial input from: Bruce T. Wilkins, Program Leader and Michael Voiland, Robert Buerger, Charles O'Neill, Jr., Joseph Tanski, Kenneth Gall, H. David Greene, Mark Malchoff, Christopher Smith, Glenna Ryan, Stephen Lopez, Stephen Brown, and Linda O'Dierno, Sea Grant Extension Specialists.

March 1984

Cover photo: Tibbett's Point Lighthouse on Lake Ontario. New York Department of Commerce photograph.

The New York Sea Grant Extension Program provides equal opportunities in employment and programs.

CHANNEL 4 -- Feature Story: Voyage of the "EV-Ontario"

At first glance, the 25-foot Great Lakes sportfishing vessel seems not to have much relationship to coastal education. Yet the educational vessel (EV) "Ontario" represents the cornerstone of an innovative educational program addressing Lake Ontario resource development. Sea Grant educators traveled the New York shore of Lake Ontario presenting information and educational activities to the growing audience of charter boat captains, lake anglers, boaters, and other users. This undertaking was predominantly supported by private donations, and, by most measures, was a great success during its inaugural year.

More than two hundred private groups, manufacturers, businesses and individuals served as sponsors of the E/V Ontario Project. The key donation was provided by the Thompson Boat Company of St. Charles, Michigan, in concert with Mercruiser Marine Power, an engine manufacturer located in Fond du Lac, Wisconsin, and their local distributor Krenzer Marine of Sodus Point, New York. Through these companies, the project was loaned a 25-foot 1983 sportfishing vessel for the period June through September.

Through loan or donation of equipment, direct contribution of funds, or purchase of sponsoring advertisements in the project's complementary educational publication The Lake Ontario Sportfishing Information Annual, private sponsorship was responsible for providing equipment valued at approximately \$40,000 and supplying operational/staffing funds totalling another \$12,000.

The Lake Ontario Sportfishing Information Annual met two needs. Its more than 30,000 readers received the first comprehensive collection of information on the use of Lake Ontario as a fishery resource. Second, through the purchase of sponsored advertisements, private businesses, manufacturers and sportfishing related groups helped raise the funds needed to operate and staff the EVO.

The vessel crew consisted of Michael Voiland, Sea Grant specialist and EVO project director, a deckhand plus numerous volunteers from around the Lake. In serving as EVO deckhand and information officer, Kevin Parnell, fisheries professional in training, received a rare experience in dealing with the public as a natural resource educator. According to Parnell, working aboard the EVO provided him: "with a special opportunity to see and experience first-hand the 'people-side' of fisheries development and to be exposed to how information is needed and brought to bear on many subjects. This kind of educational work experience could never have been obtained in the classroom."

Vessel activities included youth education cruises, shoreside educational demonstrations, media cruises, "salmon searches", tours for public officials and interaction with equipment manufacturers.

Wherever docked or trailered, the EVO was open to the public. An estimated 7,000 people walked through the vessel during its port calls or at receptions held for it at several communities. Over 80 licensed charter captains alone came aboard the vessel in 1983. All visitors were able to view equipment or ask specific fishery or lake-related questions of the EVO's staff.

Formal dry-land presentations on various topics occurred at select ports-of-call. For example, sixty attendees of a Wayne County Fishing Derby kickoff

program were briefed on hotspots and techniques during the event. Over 100 anglers were introduced to spring temperature fishing at Fair Haven State Park. In Henderson, seventy interested participants attended an educational program entitled "Tales of Three Species" and learned of the status of lake trout, chinook salmon and smallmouth bass management programs in that area. A downrigging workshop was held as part of Oswego Maritime Foundation summer course offerings, as was a clinic in marine electronics. Participants were able to handle EVO equipment and ask "nitty-gritty" questions on use of sophisticated gear.

The vessel was used to introduce future mariners to the Lake Ontario environment and its fisheries. Working through the Cooperative Extension 4-H programs in Niagara, Orleans, Monroe and Wayne Counties and the Rochester Museum and Science Center, approximately 80 youth and their 4-H leaders took part in two-hour cruises on the EVO. Once aboard, passengers were introduced to the lake's morphology, wave patterns, thermal characteristics and sportfish. The vessel's onboard fishing and navigation gear were demonstrated and used by the youths to further illustrate the lake habitat and environment. Sometimes, fish were caught!

If the Lake Ontario fishery is to generate maximum recreational and economic return, year-round fisheries must be in place. Unfortunately, mid-summer catches of cold water species are difficult to assure. To address this situation, the EVO coordinated two offshore trolls in pursuit of rainbow trout, coho and chinook salmon, species difficult to catch during summer months. Thirty-seven boats registered and participated in a troll held out of Olcott, while 39 boats were involved in a similar event out of Sodus Point. Harvest forms resulted in analyses that provided a systematically-generated update of the offshore fishery and a few clues to pursue in future summers.

Several manufacturers requested and received reports on the performance of their donated equipment. For example, one manufacturer of a sophisticated navigational device was able, through the EVO, to identify an operational problem in their product when used on Lake Ontario. This resulted in initiation of an engineering design change in newly-made units by that manufacturer.

By far the most successful aspect of the first year cruise was the media attention it drew to the lake resource. Print, radio, and television coverage helped multiply the message of the value and importance of the lake as a natural resource. Fifteen major papers and news services, eight t-v stations and a cable network news service, and ten magazines provided coverage of Lake Ontario issues based on their "EV-Ontario" experience.

Although initial responses and assessments of the 1983 season seemed positive enough, a project of this dimension requires that nothing be left to chance. To help assess the past season and plan for the next, a mail survey of project participants and a workshop for project sponsors and advisors were conducted. The assessment was typified by one workshop participant who indicated:

"The best testimony to the effectiveness of the project is the flood of new educational opportunities we see for 1984. Despite major logistical hassles, a unique teaching opportunity was created and capitalized upon."

With the momentum of a successful 1983 cruise behind it, the "EV-Ontario" project proceeds on course for 1984. A new vessel has been donated, sponsors identified, and -- most importantly -- a full schedule of educational events is under development.

CHANNEL 5 -- Lake Erie Trail Formalized

Slowly but surely, coastal tourism businesses, which traditionally relate primarily to their own local geographic areas, are identifying the need for affiliating with regional tourism interests to effectively draw in visitors. In 1982, Sea Grant helped tourism interests along New York's Lake Erie coast convene to explore formation of a regional umbrella group. Our role was that of providing temporary secretarial assistance and technical resources.

The group's ultimate goal was legislative designation of a "Lake Erie Trail" similar to the existing Seaway Trail along Lake Ontario and the St. Lawrence River. When early legislative initiatives failed, cynics offered the usual "I told you so".

But 1983 turned out to be a banner year for this fledgling group. The Lake Erie Trail anticipates formal incorporation into the Seaway Trail with the latter having gained formal designation by the U. S. Dept. of Interior as a national recreational trail. The Lake Erie subgroup credited their renewed success in part to earlier organizational efforts of Sea Grant. They since have proceeded with specific promotional and development plans without major assistance from Sea Grant.

Our role now is provision of technical assistance -- such as specific information on sportfisheries which the Lake Erie Trail group is documenting as one of their major attractions. Since the group has formalized under its own leadership, Sea Grant's resources are freed to conduct complementary programs in support of the trail group's goal of economic development through tourism. For example, a workshop focusing on Lake Erie's underutilized smallmouth bass fishery drew 50 persons and helped begin the process of diversifying the area's tourism base.

CHANNEL 6 -- Lake Trout Bag Limit Controversy

Lake trout have become an important component of the developing Lake Ontario sportfishery. The goal of U. S. Fish and Wildlife Service stocking is restoration of native stocks. While biological evidence suggested that current harvest might be impeding restoration, an important charter fishery involving more than 200 vessels had developed based in part on availability of lake trout. Early in 1984, more restrictive creel limits were proposed that would have protected lake trout stocks but might have had serious economic implications for the charter industry.

Both charter captains and management agency staff sought Sea Grant assistance in addressing this major dilemma. Sea Grant sponsored a forum to air biological arguments for creel limit changes as well as potential economic impacts. Representatives of the N.Y.S. Department of Environmental Conservation, U. S. Fish and Wildlife Service and the charter industry spoke to more than 200 interested persons. Charter representatives used current economic analyses of

their industry generated by a Sea Grant specialist and much additional Sea Grant research in stating their case.

In large part as a result of the forum, charter boat industry representatives and the New York State Department of Environmental Conservation have reached agreement on a phased program of bag limit reductions (minimum two year delay in implementation of a 1 fish bag limit) and agreement by charter operators to provide creel data.

CHANNEL 7 -- Building Local Resources

Were Sea Grant to focus solely on specific problem solving -- whether for individuals or individual locales -- the impact of our relatively small staff would be diffuse at best. Instead, we often focus on increasing the capabilities of existing or new community organizations.

The Erie County (Buffalo area) Fishery Advisory Board, a county legislative advisory group, was established with organizational assistance from Sea Grant several years ago. In 1983, the Board assisted the County in development of a detailed fishery development plan. This comprehensive outline was modeled after a Niagara County fishery development plan (which has received national attention in outlets such as the Sportfishing Institute Bulletin) which in turn had drawn heavily on Sea Grant research and extension materials. Such plans should assure inclusion of fishery considerations in all future coastal development.

The Erie County Board also has taken on two Sea Grant initiated activities -- the annual Walleye Workshop and the Erie County Fishing Derby. Sea Grant's total impact has been greatly multiplied in Erie County!

CHANNEL 8 -- Trade Association Forms

In October 1982, three dozen marina owners in the Hudson Valley were sent a questionnaire to determine if there was interest in forming a local trade association. Six months and five meetings later, the Hudson Valley Marine Trades Association came into being with elected officers and association bylaws in place.

Sea Grant facilitated formation of the group by acting as the catalyst for group action. Formation of an association was only one of several options presented to this previously unorganized business group. Other options included the "no action" alternative, a choice of several national associations, and a choice of associations in neighboring areas. The decision to have a new local association hinged on the desire to have a formal vehicle to address their specific local concerns.

Group functions include improving service standards, developing public awareness of marine trades facilities in the Valley, improved safety standards, cooperative purchasing, and professional improvement. Plans are underway for a major trade show.

Channel 9 -- Enhancing Marine Weather Information

Accurate weather forecasts represent basic decision-making information for marine industries. Recognizing this, the National Weather Service develops public weather information and disseminate it through various means. One such channel is NOAA Weather Radio, a network of radio stations which transmit weather information continuously on VHF radio frequencies.

On Eastern Long Island, commercial and sportfishermen along with tourism businesses asked Sea Grant why they could not receive this vital weather information. Discussions with the National Weather Service subsequently indicated that this portion of Long Island was without a transmitter to broadcast signals originating in New York City. Sea Grant arranged a meeting between industry leaders and National Weather Service officials to discuss the situation. During this session, plans were laid to determine support for a new transmitter being located on the "Eastern End".

Because Eastern Long Island contains most of New York's major fishing ports and more than 250,000 boaters ply its waters, local support for gaining this weather information was critical. A task force of marine industry leaders was formed with Sea Grant help and ultimately gained support from federal, state, county and town officials to provide the necessary funding for the new transmitter. Some eight months after Sea Grant's initial involvement in this issue, the new transmitter located high atop a county owned tower went "on the air". Response to the new information has been overwhelmingly positive from industry and residents alike.

CHANNEL 10 -- Saving a Lighthouse

Waves lapping at the base of a Lake Ontario bluff supporting the historic old Sodus Point Lighthouse threatened to make attempts to preserve and renovate the structure moot. Long since replaced by a modern navigational light, the lighthouse holds much potential as a community asset and is listed in the National Register of Historic Places.

Town and village governments attempting to gain title to the facility from the Federal government for use as a maritime museum requested help from Sea Grant in mitigating their severe erosion problem. Drawing upon information from the U.S. Army Corps of Engineers, the Soil Conservation Service, Coast Guard and local agencies, a Sea Grant erosion specialist prepared a report to the town outlining erosion history of the site, major causes of erosion and forecast the likely demise of the structure within a decade if no erosion mitigation measures were undertaken. Specific options for short and longer term bluff stabilization were included. The town, which had no technical staff that could assess the problem and would have had great difficulty affording private consultants, used the report to formulate an erosion management plan for the site.

Once specific plans for preserving the site were in place, the process of renovation and development gained momentum. The N.Y.S. Office of Parks, Recreation and Historic Preservation granted the town \$10,000 to initiate bluff stabilization.

CHANNEL 11 -- Organizational Pathfinding

Many citizen action groups coalesce around a particular issue, focusing many perspectives and interests towards a single action or pattern of resolution. Often, once the issue has passed or at least entered a dormant stage, it is difficult for such groups to reach consensus on organizational themes, strategies and directions.

Save the River, a citizen's action group which emerged largely in response to environmental questions associated with proposed winter navigation on the St. Lawrence River, was seeking to establish a broader role in river management and protection issues. Modest foundation support was gained and organization leadership sought to establish an explicit statement of goals and a clear plan of work. Knowing how Sea Grant had helped similar groups to identify goals and plans, members asked for assistance.

The result was a workshop formatted and conducted by Sea Grant staff which brought together current members of the organization, agency representatives and appropriate college faculty. The result was specific itemization of issues and initiation of a technical support network. Organization leaders subsequently prepared a clear statement of priorities and roles which should help greatly in expanding membership and communicating their roles to other organizations.

CHANNEL 12 -- Shoreline Association Develops Monitoring System

A 5000 member community organization contacted Sea Grant to explore ways they might evaluate performance of a \$25,000 experimental erosion control project they were planning to install on Fire Island. The proposed device, marketed as "artificial seaweed", had never been used in Long Island waters.

A Sea Grant erosion specialist working with association members, researchers from the SUNY Marine Sciences Research Center and National Park Service personnel, developed a low-cost monitoring program that measures effects of the structure on adjacent beaches.

By training volunteers from the organization to take measurements themselves, Sea Grant helped them reduce the yearly cost of the monitoring project by 50% (from \$14,000 to \$7,000). Preinstallation data currently are being collected. If permit approvals are gained, the project will include at least two years of post-installation monitoring.

Not only has the organization met likely requirements of permit agencies, but a body of citizens technically informed about coastal processes has been established.

CHANNEL 13 -- Decisions, Decisions

Residing and earning a living on the coast presents special problems. For the small business person or private property owner, Sea Grant often is the only available source of specific technical information needed for important decisions. More than 300 requests relating to specific coastal development or investment options were answered during 1983. Two examples follow.

Owners of a small marina on Long Island asked Sea Grant to help them review plans for a proposed modification to their facility. As a result, they were able to save \$5,000 by eliminating an unnecessary erosion structure in the plan. Also, Sea Grant helped with the complex permit process by gaining clarification from the regulatory agency that the project could be split into two parts allowing work on one phase to proceed while the environmental effects of phase two were studied by the agency.

In another instance, a young couple contemplating purchase of one of two shoreline properties for construction of their home was provided information on erosion and erosion control structures. Using this information, they were able to save approximately \$25,000 by purchasing the property which did not require erosion protection before construction could take place.

CHANNEL 14 -- Selling Seafoods Successfully

Practices of retailers can make or break the quality of seafood products in turn influencing consumer satisfaction and the health of the seafood industry as a whole. More than 700 retailers in Metropolitan New York were contacted to determine appropriate topics for educational programs targeted towards improved seafood retailing.

One result was a workshop focusing on operations, marketing and promotion involving 30 enthusiastic seafood retailers, 10 product exhibitors, and 10 technical speakers. To quote one market owner: "The information inspired me and filled me with enthusiasm which has been contagious to my employees". At least six new ideas and information sources presented at the workshop are now being used in this market.

Subsequently, the owner of one participating market introduced the idea of formation of a local seafood retailers association. Initial response has been encouraging.

CHANNEL 15 -- One's fish is another's ?

Chemical contamination problems in fish from a number of New York waters have resulted in complex health advisories that differ by body of water and consumer group. Special consumption restrictions are advised for women of childbearing age --especially pregnant and nursing women -- and young children. A particular concern has been expressed for families heavily dependent on local waters for food.

While Sea Grant and state environmental and health agencies had prepared general educational materials on fish contaminants, no materials specifically targeted for the above audiences were available. A Sea Grant specialist in Cornell's Division of Nutritional Sciences prepared simple, instructional booklets that combined information on health advisories with techniques to reduce contaminant loading through proper preparation and cooking.

Just how complicated the health advisories are was revealed when it was discovered by representatives of the health and environmental conservation agencies reviewing the booklets that they had interpreted one section of the advisories quite differently! Thus, an added benefit of the booklets was clarification of the official state advisories.

This effort was partially sponsored by the Expanded Federal Nutrition Education Program (EFNEP). The booklets will be distributed statewide through EFNEP and county Extension Home Economists, reaching especially lower income families heavily dependent on local fisheries.

CHANNEL 16 -- Net Results

Fouling of trapnets and pound nets is a persistent and costly problem for commercial fishermen. For many years, effective net treatments that discourage fouling have been sought. The Flexabar Company donated \$350 worth of a net preservative, that appeared to have the desirable attributes, for use in a Sea Grant sponsored demonstration project. Sections of two nets were treated (or not treated) with both wood and net preservatives.

Results were so dramatic that one fisherman already has invested \$8,000 in preservative materials. He expects significantly increased fishing time and decreased labor costs.

CHANNEL 17 -- Clam Clubs?

In a new twist to the traditional 4-H pheasant raising program, 4-H teenagers in Suffolk County participated in a hard-clam mariculture project. With guidance from the local 4-H agent and Sea Grant shellfish researchers, 12 teenagers grew young hardclams in underwater trays for subsequent release to public waters.

Bob Kent, supervising 4-H agent, indicated that "the project really took hold. I think we will be able to expand the effort next year as many people have become interested." His words proved to be prophetic as several townships now are lining up support for the 1984 program.

This project was one of four supported under our Youth Involvement in Coastal Issues Small Grant Program available to county 4-H efforts. Sea Grant's total investment of \$3,000 to these counties generated more than \$23,000 in matching commitments from the participating counties.

END OF RUN. Press "return" to go back to Main Menu.