

EDUCATING THE PUBLIC ABOUT ALTERNATIVE ENERGY RESEARCH



Delaware Sea Grant College Program

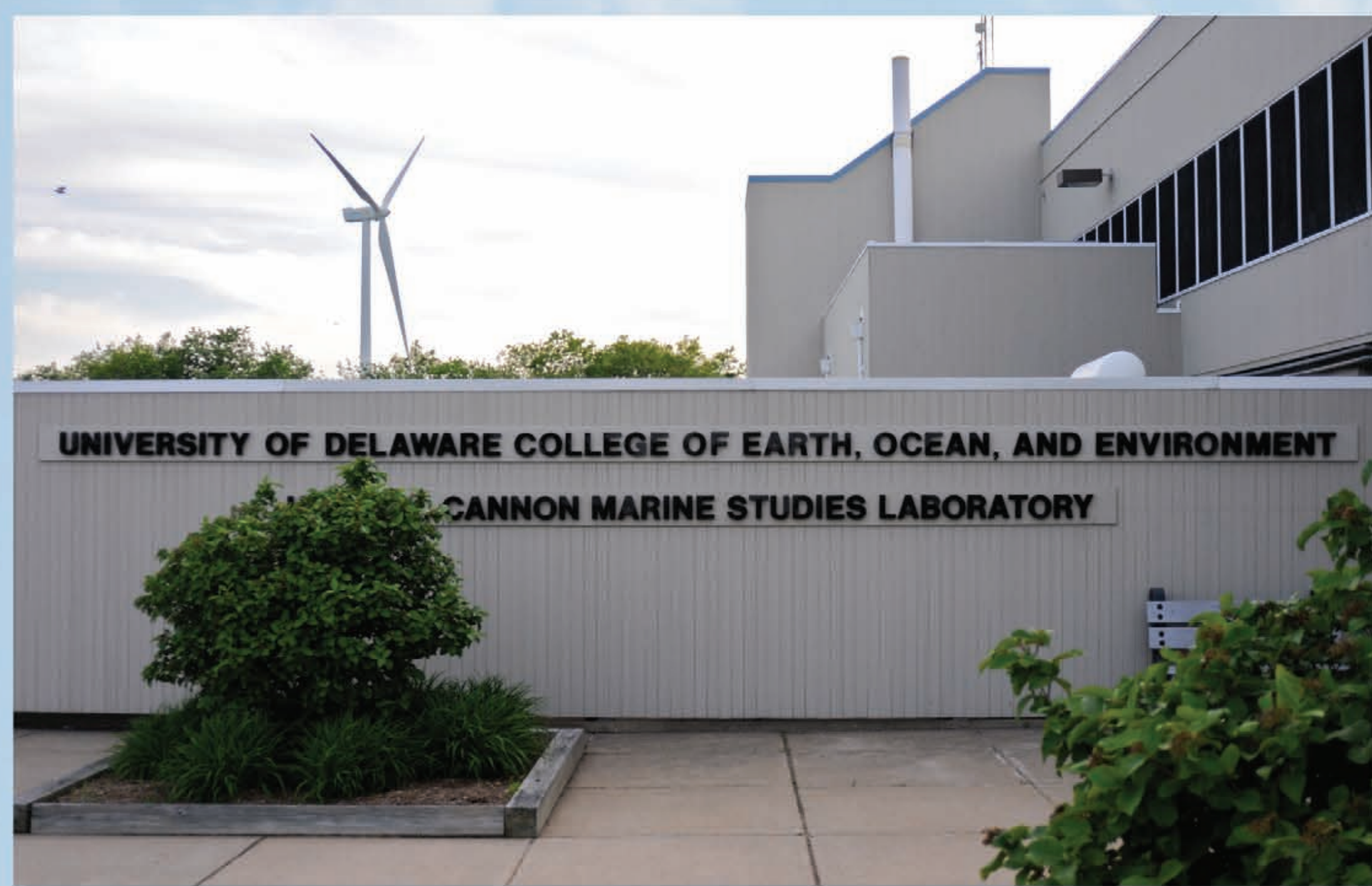
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Website

We created and currently maintain a website (ceoe.udel.edu/LewesTurbine) that provides information about wind power and the turbine project, construction photos and videos, real-time power output data, and a live web cam showing the Lewes campus and turbine.



Signage

In an effort to address ongoing interest in the turbine at the site, DESG designed and installed three interpretative signs at different strategic locations on the campus, which receives many visitors.



Social Media

We placed several videos about the turbine on the above website and DESG's YouTube channel. We also posted more than 50 updates on DESG's Twitter site and 10 on DESG's Facebook page.



SeaTalk

DESG produces a series of monthly public service announcements known as *SeaTalk*, which is made available to 70 radio stations in the region and posted to the Delaware Sea Grant website. We produced two *SeaTalk* announcements about the turbine. They were also produced as videos and posted on our YouTube channel.

Media

DESG generated 16 news releases related to the Lewes turbine before, during, and after construction. The releases helped generate at least 80 media stories. DESG personnel also participated in multiple interviews with media and held two special events for media at key points in the process.



Presentations

DESG and University staff gave many presentations to diverse audiences — including elementary schools, homeowner associations, and local residents — interested in learning about the wind turbine and alternative energy.

Coast Day

DESG co-hosts Coast Day, an annual event that introduces thousands of people to the importance of Delaware's marine and coastal resources and the steps being taken to ensure that those resources remain available for future generations to enjoy. The event routinely attracts more than 10,000 visitors to our Lewes campus. Coast Day 2010 had a special focus on the wind turbine and on other forms of alternative energy.



The University of Delaware and its partners commissioned a 2-megawatt wind turbine on the University's Lewes, Del., campus in June 2010.

The turbine provides pollution-free electricity for the entire campus. At times, the turbine generates more than enough power for the campus; the excess is fed to the city's electric grid.

Carbon-free electricity is not the only benefit of the turbine. The project is enhancing research in areas such as turbine corrosion, avian impacts, and other science, engineering, and policy issues related to renewable energy.

Delaware Sea Grant (DESG) worked to build understanding about the science behind the 400-foot-tall machine. DESG wanted the public to know how wind energy works, its benefits, and the research possibilities presented by the Lewes turbine. To do this, DESG initiated an outreach campaign that took advantage of various communications tools.

