



SHORELINES – June 2007

As presented to the *Island Review Magazine*

“Beach News” Primer

A few years ago, after finding ourselves e-mailing random news articles concerning beaches to a small group of constituents, it became apparent a more organized article web search with a formal distribution of the news of the day was in order. Out of these humble beginnings, the e-mail distribution vehicle of “Beach News” was created and is recognized as a courtesy service provided by the Carteret County Shore Protection Office furnishing on-line news relevant to the beaches of North Carolina with a distinct emphasis to Carteret County. It has since become a rather popular information broadcasting tool by sharing news, public announcements, and op-ed pieces among a diverse cross-section of almost 500 recipients. Of course we do take the opportunity to utilize the power of the pulpit when appropriate to pass along Shore Protection Office website updates, news releases, project updates, etc., but in general try to keep a cap on anything that might be considered propaganda.

If you are interested in receiving “Beach News”, please tell us so by e-mailing rudi@carteretcountygov.org or by visiting <http://www.protectthebeach.com/beachnews2007.htm>. In the interim and for your consideration, the following series of questions & answers (Q&A) outlines the general philosophical approach concerning “Beach News” and provides a few rules of engagement.

Does “Beach News” utilize a web search engine to obtain articles, op-eds, and public announcements?

No – We manually search various local, State, and National news websites everyday and consequently, there could be articles which are overlooked. If you do register for “Beach News”, please feel free to forward any relative articles you may find to rudi@carteretcountygov.org for consideration. The list of “Beach News” recipients is also maintained in-house and is not shared with any other entity.

What exactly is a relative article for “Beach News”?

As one might expect, there is a degree of subjectivity involved with selecting articles for “Beach News” and this subjectivity factor should be placed in the context of the Shore Protection Office’s role in local government. The Shore Protection Office was created shortly after the County’s occupancy tax was raised from 3% to 5% via a 2001 State Session Law (SL 2001-381). In general, the law stipulates that half of the occupancy taxes collected within the County will be designated for the purpose of “beach nourishment”, a term specifically defined in the enacting legislation. SL 2001-381 also created an 11-member County Beach Commission to oversee the expenditure of the portion of occupancy taxes attributed to beach nourishment, and accordingly, the Shore Protection Office serves the Beach Commission and County Manager/Board of Commissioners with extensive outreach to local municipalities and of course, the public at-large.



With this organizational framework in mind, any news articles, op-eds, or public announcements pertaining to beach nourishment in Carteret County receive the most attention for “Beach News”. However there are many environmental, economic, and societal issues that come to surface where land meets the sea; and “Beach News” tries to capture articles germane to these many areas of interest which could include public access and parking, endangered species management, waterway dredging and dredged material handling, changes in land-use, sediment characterization, water quality, and climate change to name a few. Also, to tap into the experiences other Counties and municipalities are encountering throughout the State and even abroad, “Beach News” reviews many different sources of daily, weekly, and monthly news.

Why are links provided for some articles in “Beach News” while others are provided in full text (text only)?

The text only versions are provided if the news article link is not traditionally archived by the web news source or is replaced when the next edition of news is placed on a particular website. And for your convenience, we also “cut and paste” articles into “Beach News” if there is a registration form associated with viewing the link. We don’t utilize any news articles from sources that require a subscription fee. Otherwise, the title and link are provided for each article included in “Beach News”.

Is there an article prioritization criteria utilized when generating “Beach News”?

Yes as outlined below, there is a loose template applied to “Beach News”.

I. “Linked” Articles

- A. News relative to beaches in Carteret County.*
- B. Other news relative to beaches.*
- C. Public announcements by government agencies or non-governmental organizations.*
- D. Editorials and letters-to-the editor.*

II. “Text-Only” Articles

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- B. Other news relative to beaches.*
- C. Public announcements by government agencies or non-governmental organizations.*
- D. Editorials and letters-to-the editor.*

And finally, how often is “Beach News” disseminated?

We usually wait until three articles accumulate before sending “Beach News” to avoid inundating your e-mail inbox. This can result in a daily or every couple, few, or several day distribution schedule.