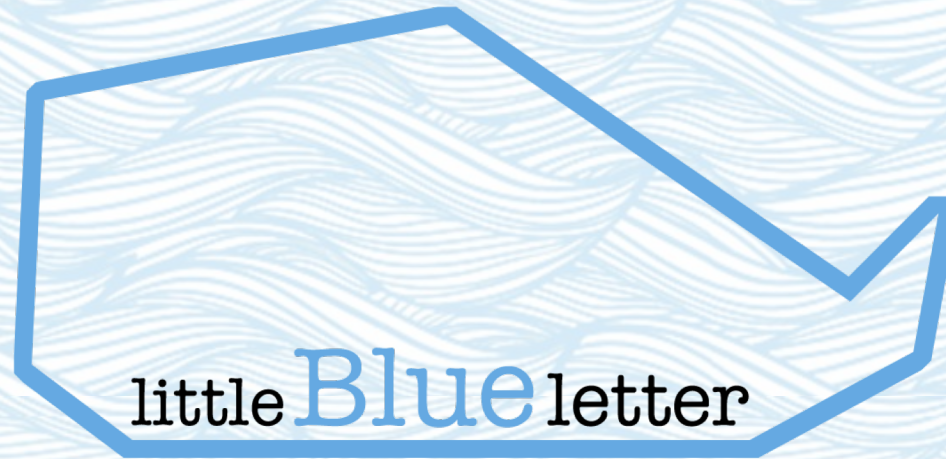
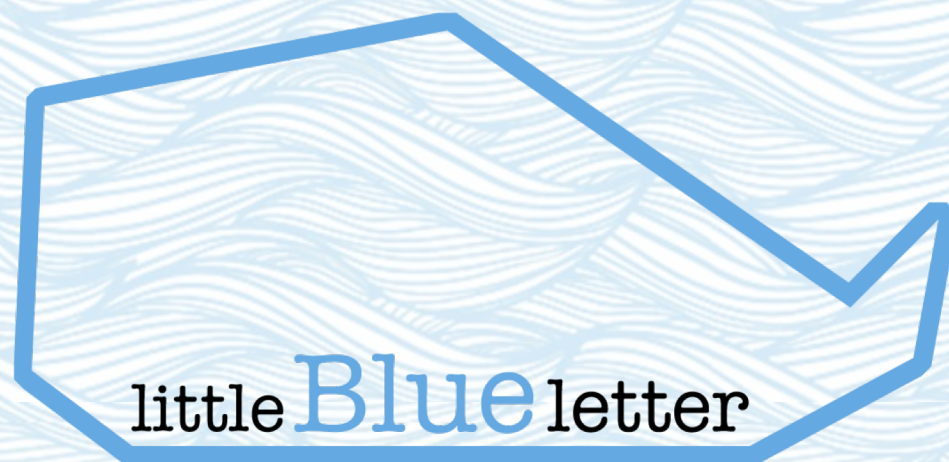




Engaging audiences with a fun and friendly newsletter
The Little Blue Letter story

Glen Wright
CommOCEAN, Southampton
4 December 2018



A splash of uplifting ocean stuff,
lovingly curated by young ocean leaders,
shipped straight to your inbox every Friday.

Newsletters are boring
The news is depressing
The ocean is awesome







44 newsletters sent



25 curators



600 subscribers*

*589!

For

- Tir

- Qu

-

- Lea

- Gif

- #O

- Oth

All jokes aside, seagull poo can be a serious issue. In the US, it is thought that 1.4 million seagulls feed at landfills, dropping [tons of nitrogen and phosphorus](#) into nearby waterways and contributing to algal blooms that suffocate marine life. In Canada, one port authority was sick of spending \$20-30,000 a year cleaning up the guano (which stinks and is so acidic that it erodes roofs); they built a fake tree to attract nesting eagles that will [scare off the seagulls](#).



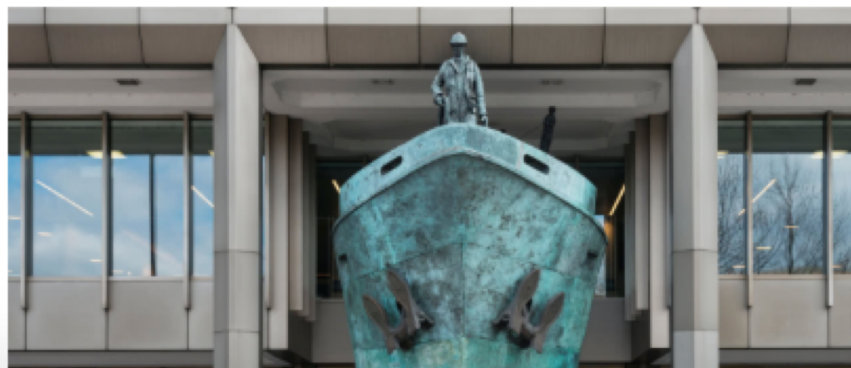
The artificial eagle nest on top of the Greater Victoria Harbour Authority building.



"It is not down on any map; true places never are."
~ Herman Melville, Moby Dick

Shipping regulator takes on marine plastic

The [International Maritime Organization](#) recently agreed an Action Plan to prevent plastic litter from ships. The Plan identifies several [measures](#), including improving facilities at ports, education and training, and further research to understand the contribution of ships to this global problem.



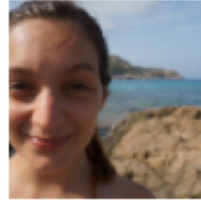
Fun and games

- Take a plunge into one of the world's best dive sites with this [virtual reality 360° YouTube video](#) (move your mobile or click and drag to look around).
- Help [crowdfund World Ocean Explorer](#), an awesome interactive game designed to get kids excited about our ocean.



Ocean opportunities

- The [Ocean Solutions Accelerator](#): a startup development and executive leadership course for budding ocean entrepreneurs.
- A [summer internship](#) looking after marine mammals in Maine.



Little Blue Letter was curated this week by [Selene Suau](#). Selene is a psychologist and project manager at [Sea Teach](#) in sunny Mallorca. She is passionate about bridging science, innovation and society through communication.



Editing etc. by [Glen Wright](#). Glen is a researcher studying marine governance, the high seas, and ocean energy. He is a drinker of tea, lover of the sea, and an Oxford comma user. Glen recently published [Academia Obscura: The Hidden Silly Side of Higher Education](#).











Short and sweet
500-1,000 words



(Cautiously)
optimistic



Silly, not stupid

Feedback

- "Such a refreshing look at things."
- "Great info, wonderfully written, and with a nice shot of humor and optimism."
- "Relevant, inspiring, uplifting, and a great weekly sum up."

Do people read it?

- Open rate: 40-50%
 - Cf. average: 16%
 - Fitness/Nutritional Services: 11%
 - Religious Organization: 26%
- ~50-150 link clicks per week

[Source](#)



Sent on 10/13/17 at 06:46 pm

☒ Show in Letter Archive

TOTAL OPENS

153

UNIQUE OPENS

45 (75.0%)

TOTAL CLICKS

684

UNIQUE CLICKS

22 (36.7%)

Sent on Mar 24, 2018 at 02:11 pm

☒ Show in Letter Archive

TOTAL OPENS

301

UNIQUE OPENS

220 (46.9%)

TOTAL CLICKS

234

UNIQUE CLICKS

48 (10.2%)

Sent on Nov 17, 2018 at 10:37 am

☒ Show in Letter Archive

TOTAL OPENS

428

UNIQUE OPENS

247 (43.2%)

TOTAL CLICKS

190

UNIQUE CLICKS

41 (7.2%)

Who reads it?



Researchers
Scientists



Professors
Academics
Teachers



NGO folks



Government &
Policy wonks

Tools – Tiny Letter

- “Email for people with something to say”
- “How TinyLetter Is Making Us Fall In Love With Email Again” – *Fast Company*, Nov. 2013
- “What Is a TinyLetter? Like Ye Olde Blog, but Less Public” - *NYT*, Nov. 2016
- “MailChimp to Phase Out Its Popular TinyLetter Email Service” - *Inc.*, Dec. 2017
- “MailChimp's CEO clarifies: TinyLetter won't shut down this year” - *Recode* Jan. 2018
- “TinyLetter is a perfect platform, and it is probably not dying” - *The Verge*, Jan. 2018



Compose message

Subject

☒ Make letter public

Sent

Ocean update from Little Blue Letter 

- Replies

Drafts

Message

Saved to drafts

589 Subscribers

Share

Design ▼

B *I* & U | ≡ ≡ ” }≡ :≡ | Nor... ▾ | 🔗 🌐 🖼️ 📄 | ≡ ≡ ≡ | ✎ ⚙️ ↔



"Quote"

~ Name

Title 1

Text



Tools – Google Sheets

Little Blue Letter - curation signup ☆ 📁

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 7 days ago by

100% £ % .0_ .00 123 Arial 10 B I S A ↺

fx

	A	B	C
1			
2			
3			
4			
5			
6			
7			
8			
9	Please enter your name below to signup for curation of Little Blue Letter! Then send me a quick email (glen.w.wright@gmail.com) so I have your address. Thank you :)		
10			
11	Instructions		
12	Template		
13			
14	Newsletter date	Curator	Topic
15	5/1/18	Glen Wright	What's coming in 2018
16	12/1/18	Ludovica Di Renzo	High seas resolution, sea turtles
17	19/1/18	Selene Suau	Spanish whale corridor
18	26/1/18	Leonie Meier	Electric cargo barges, London bottled water
19	2/2/18	Ludovica Di Renzo	Whales, vaquitas
20	16/2/18	Selene Suau	Cyber security in ports and shipping
21	23/2/18	Anaika Anue	Turtle symposium

Challenges



Maintaining
momentum



Regular schedule



Managing input from
various contributors

What's next?



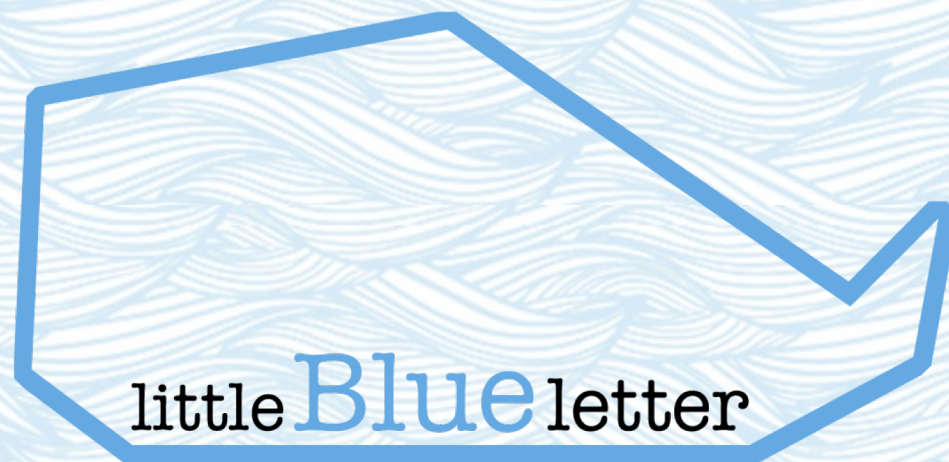
Keep going!



Expand readership
& curators



Build partnerships
Seek funding



www.LittleBlueLetter.com | @LittleBlueLette
glen.w.wright@gmail.com | @MarinePolicy