



The Sanibel-Captiva Shell Club, Inc.

The Junonia

Special Issue Post Virtual Shell Show

Virtual Sanibel Shell Show Is A Huge Success

by Clair Beckmann, Chair
2021 Virtual Sanibel Shell Show



The Sanibel Shell Club's 2021 All Virtual Shell Show held on March 5th and 6th on the Sanibel Shell Club YouTube Channel was a resounding success. The two day, three hours per day show 's presenting sponsor, Beaches of Fort Myers and Sanibel, joined 58 others in financially supporting the show and the Shell Club. The show has had over 10,529 views to date. They are from most of the states in the United States plus Asia, Australia, the Caribbean, Europe and Canada. One viewer wrote, "I am putting on shorts and a tank top and flip flops to get the real feel of the 2021 Virtual Show."

The entire show and each of over 35 original videos is available FREE ON DEMAND by visiting Sanibel Shell Club YouTube Channel.

The wildly popular photo contest sponsored by Beachcombing Magazine had seven categories plus Sanibel Stoop photos and Favorite Shell photos. Entries numbered 424 (over 100 from club members) taken in 15 countries. Nearly 300 votes were cast for the People's Choice award. Lorna Littrell won this award with her photo of a beautiful horse conch at sunset.

Second place winner from the "People with Shells Category" was Karen Blackford. Karen's photo was a gorgeous shot of shellers taken in a tide pool along Middle Gulf Drive on Sanibel. Third place was Shell Club member Amy Tripp's beautiful bivalve photo of a zig-zag scallop.

Videographer extraordinaire and Sanibel Shell Club member, Joyce Matthys, provided stunning videos of *Live Mollusks in their Shells*, *How to Clean Shells*, *A Shelling Challenge on the Beach*, and *Live Critters on Sanibel Beaches*. Joyce received dozens and dozens of comments from the hundreds made live during the show. It is safe to say not only was the dramatic rare live footage a surprise, but the hunting for shells on a beach when you see no shells was a surprise as well. Good job, Joyce.

Viewers were totally amazed to note that empty shells are home to beautiful, often bright colored, live creatures with eyes, feet that propel them and various appetites for eating. Watching predator and prey between mollusks, mollusks laying eggs, and mollusks moving around the beach in search of food provokes comments like, "I had no idea that the shells we collect had live animals inside them" and "Who Knew?"

Viewers enjoyed lighthearted Wendy the Wentletrap's *Beach Etiquette* voiced over with several voices by Club member Diane Thomas's talented granddaughter Olivia. Diane also did a fantastic job promoting the show on many Facebook groups and Pages as well as Instagram.

Phyllis Sharp's *Shell Museums Around The World* video evoked the desire to travel to exotic places around the world. Phyllis and Mary Burton collaborated on *Shell Facts* that were interspersed throughout the show. Phyllis and Diane collaborated on two videos with Diane providing the voiceover on both of them. Joe Timko did the voiceover for Phyllis's *Mollusks 101*.

Club Members really stepped up by providing photos for 101 Ways to Display Shells...this too was a hit because one never has too many shells, but one does have too few places to display shells. A special thanks to Carol Periard who allowed us to feature her home in this video.

The three video series on the Shell Show (History, Recollections, Normal Show) are timeless. NBC-2's Clay Miller provided the narration for one video. Joyce Matthys and Mary Burton put together the 'Normal Show' Video from start to finish.

A special thanks to Connie Jump who created and edited videos, added music, graphics and handled all the technical aspects of YouTube. This show could not have happened without her. She pulled everything together resulting in two 3-hour shows that were technically flawless and perfectly paced.

The committee (Connie, Mary, Phyllis, Joyce, Diane, Joe Timko and me) want to thank our sponsors, the videographers and the still photographers (especially club member Cheri Hollis for being the photographer on call), those who submitted photos, and the entire Sanibel Shell Club for their support.

The Sanibel Shell Club was formed 60 years ago and as stated in the Club bylaws its objectives are to provide a forum for the exchange of information in the field of conchology and malacology; to foster public education and intelligent conservation of those and related ecological resources; and to encourage and support studies and research activities in those fields. The Virtual Shell Show certainly fulfilled all these objectives. As always, all Shell Show net proceeds fund the Club's Grants Program.

A huge thanks to the Show's sponsors, videographers, photographers, and VIEWERS!

The 85th Annual Shell Show will be back in person at the Sanibel Community house for the competitive, judged show on March. 3, 4, and 5th, 2022. SEE YOU THERE!

INTERESTING STATISTICS as of press time, CAN YOU BELIEVE IT???

- 10,529 total YouTube views during show week of all our videos
- 1,000 views per day average post show week one
- 500+ YouTube comments, 500+ chats, 150+ by email, 50+ by website — we wish we had more than 12 door prizes!
- 101,100 YouTube impressions during show week (people who saw our video come up on YouTube), 23,800 impressions during the show.
- 27 new members have joined the club since March 1. 18 joined during the show.
- Geography of viewers in order: US, Canada, UK, Philippines, Australia plus Europe, Caribbean, and Japan...plus the majority of US States.
- 287 People's Choice Votes for Photo Finalists
- 20 Shell Show donations during show week, totaling \$1,340
- 59 sponsor donations pre-show, totaling \$22,000
- 200+ viewers watched ALL SIX HOURS of the show the first two days
- 4,800 website visits during the show
- 247 new YouTube subscribers during show week
- 86 new Website subscribers during show week
- 38% watched on a computer, 33% mobile phone, 18% TV, 10% tablet
- 51% of new subscribers came from viewers waiting for the premieres to start

Door Prizes Won During the Virtual Show

About 1,200 viewers became eligible to win a door prize during the Virtual Shell Show by chatting, making a comment on YouTube or the Club's website, or by sending us a comment via email. The door prizes were small printer's trays seen here. Congratulations to these winners: Kim Short, Denise Forrest, Betsy Adcock, Joyce Ross, Tracie Joyner, Vickie Powell, Stephen Tettelbach, Peggy Dixon, Dennis Clifford, Paulette Brochet, Madelon Rasz and Angie Marsland.



See all of our 47 individual Virtual Shell Show videos on our YouTube channel.

Click on this link to get to the Shell Club's YouTube channel. Then click on the **VIDEOS** tab (as seen **circled in red** below). It will take you to the page that includes all of the video images on a single page as seen on page 3.

<https://www.youtube.com/channel/UCZMmVBBFU9aPxbeOwWR1puQ/featured>

Sanibel Shell Club
Promoting the study of mollusks and the shells they create

Sanibel Shell Club
583 subscribers

HOME **VIDEOS** PLAYLISTS CHANNELS DISCUSSION ABOUT

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TO BECOME A MEMBER
Sanibel-Captiva
Shell Club

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138 views • 4 months ago
Join Sanibel Shell Club
<https://sanibelshellclub.com/sanibel-...>

Virtual Shell Show Videos Available Now on YouTube

(The length of each video is noted in the lower right hand corner of each clip.)























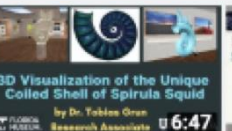
























 5:34	 15:31	 2:55	 3:34	 2:28	 4:49
Behind the Scenes of Florida Museum...	Behind The Tanks at Bailey-Matthews...	Shell Photo Contest - Fossil Shells Category	A Shelling Challenge 43 views • 2 days ago	DIY Upcycled Shell Magnets	Cleaning Sand Dollars, Sea Urchins, and Sea...
 4:21	 7:47	 8:37	 8:09	 4:18	 15:09
Shell Photo Contest - Live Mollusks...	Sand Dollars on Sanibel	SCCF Research Updates	Painted Sanibel Shells 160 views • 2 days ago	Wedding Shells 20 views • 2 days ago	Mollusks 101 12 views • 2 days ago
 4:40	 7:34	 2:43	 10:41	 11:21	 6:39
Shell Photo Contest - Sanibel Beach with...	Shell Museums Around the World	DIY Flower Shadow Box	Beach Etiquette 72 views • 2 days ago	University of South Florida Research...	Your Favorite Shell Photo Slideshow
 15:43	 7:19	 12:38	 17:04	 6:47	 4:19
Overview of a "Normal" Sanibel Shell Show	How to Clean Shells - Basic Shell Cleaning	Local Recollections of the Sanibel Shell Show	Live Mollusks in their Shells	3D Visualization of the Unique Coiled Shell o...	Sanibel Beach Bungalow Doll House...
 6:48	 5:39	 4:08	 6:22	 3:59	 11:33
Welcome to Conchologists of...	Seashell Artistry 22 views • 2 days ago	Shell Photo Contest - Funny Shells Category	Fossil Collecting in the Driveway	DIY Printer's Tray Shell Display	FGCU Water School Research Updates
 8:14	 4:32	 5:28	 10:42	 8:14	 3:35
Live Sea Critters on Sanibel Beaches	Shell Photo Contest - PEOPLE with Shells...	Shell Photo Contest - Bivalves Category	101 Ways to Display Shells	After the Storm on Sanibel's Beaches	Snorkeling Sanibel 200 views • 2 days ago
 6:46	 6:52	 10:02	 6:36	 13:46	 3:29
The Sanibel Stoop Photo Slideshow	Behind the Scenes of Florida Museum Fos...	Virtual Fossil Field Trip 9 views • 2 days ago	Shell Photo Contest - Gastropods Category	Sailor's Valentine Shell Mosaic Art	DIY Beach Bling Hand Sanitizer
 9:05	 15:16	 7:05	 3:00:10	 2:59:58	
Live Junonia Challenge	Sanibel Beach by Beach	History of the Sanibel Shell Show	Virtual Shell Show: DAY 2 SATURDAY...	Virtual Shell Show: DAY 1 FRIDAY March 5	

Photo Contest Winners by Category

<p>Gastropods</p>	<p>1st Place Gastropods</p>	 <p>Sunset Treasure Fort Myers Beach, FL by Lorna Littrell</p>
<p>2nd Place</p>  <p>Miraculous Mirabilis Western Australian Beach Simone Pfuetzner</p>	<p>3rd Place Member</p>  <p>Contemplation Sanibel, FL by Cheri Hollis</p>	

<p>Bivalves</p>	<p>1st Place Member</p>  <p>Zig-Zag Kice Island, FL by Amy Tripp</p>
<p>2nd Place</p> <p>Live File Clams Craig Key, FL by Colleen Johnson</p> 	<p>3rd Place</p>  <p>Stunning Pen Riviera Beach, FL by Anne DuPont</p>

Fossils



Calcite Naticidae in Matrix
Rucks Pit, FL by Dawn Markoski



Jurassic Spiral Weymouth, Dorset, UK by Jo Belasco

Fabulous Florida Fossils
Punta Gorda, FL by Kelle Covington

Live Mollusks



Alive Janthina with Bubble Raft
Boca Raton, FL by Amanda Baker



Mating Season Sanibel, FL by Rachel Fields



Beauty of the Sea Riviera Beach, FL by Anne DuPort

People with Shells



Sandbar Shell Shoppers Sanibel, FL by Karen Blackford



Call Me on My Shell Phone
Englewood, FL by Kelly Mitchell



Helping Nana
Fort Myers Beach, FL
by Jennifer Barrow



Sanibel Beach with Shells



Low Tide Lovelies Sanibel, FL by Angie Michaels




Sanibel Sunset Sanibel, FL by Rachel Fields



A Good Morning on Sanibel
Sanibel, FL by Kate Lyles



<p>Funny Shells</p>	<p>1st Place</p> <p>No Pants Today</p> <p>Sanibel, FL by Jacqueline King</p>		
<p>2nd Place</p> <p>Dollar For Your Thoughts</p> <p>Sanibel, FL by Kate Lyles</p>		<p>Mine, It's Mine!</p> <p>Goodland, FL by Ann Palmer</p>	<p>3rd Place</p> <p>Member</p>

People's Choice Winners

1st Place

GASTROPODS

People's Choice

1st

Sunset Treasure Fort Myers Beach, FL by Lorna Littrell





Sandbar Shell Shoppers

Sanibel, FL by Karen Blackford



Zig-Zag

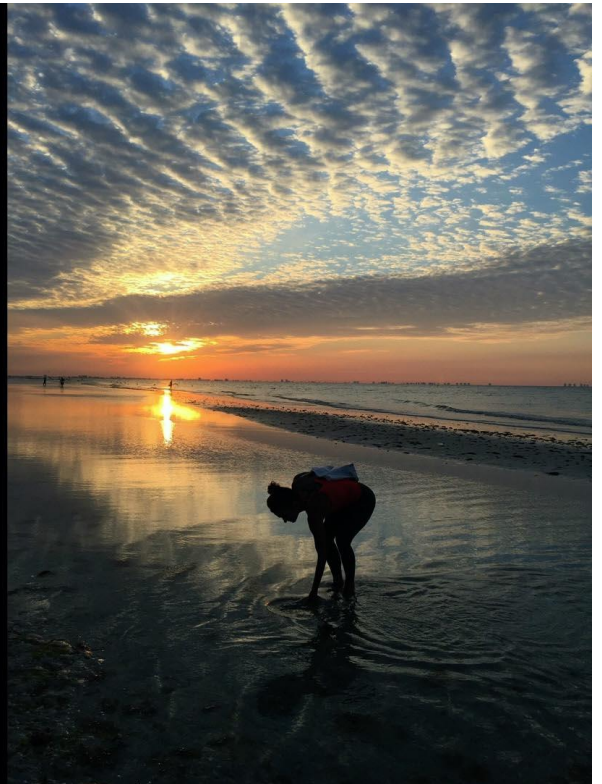
Kice Island, FL by Amy Tripp

Honorable Mention for Non-Competitive Categories



Rise and Shine, Stoop and Find

Sanibel, FL by JoEllen Simons



Sacred Geometry

**Kice Island, FL
by Capt. Jason Fullerton**

A Few of the Many Comments Made During the Virtual Show

Clair Beckmann manned the chat and comments features during the YouTube premieres of our Virtual Show videos, while Connie Jump fielded email and website comments and monitored Best Photo voting during the six hours of the show.

Many viewers were thankful for escaping Covid life and the cold: “I am in the depth of the Canadian Winter so this is a great opportunity to “tide” me over until I get there.” And, “The beaches part had me with tears streaming down my cheeks!”

Viewers loved to learn saying, “I appreciate the many learning opportunities presented during this virtual show.” “My head is about to explode with all of this information.” And, “I love seeing all the live creatures, the hermit crab and anemone are amazing.”

Some chat questions and comments were super specific. “Filling sea urchins w/hot glue? Genius!” “OMG I need to make some shell flowers”, “Dumping Junonias with bycatch...aargh.” “I’ve never seen a Gulf Fire Worm...interesting.” “Do those tiny octopus bite?” And, “ How should I pick up an alphabet cone to keep from getting stung?”

The show accolades made up the vast majority of chats and comments and are summarized with these comments. “Both days - a perfect variety of videos. I've been glued to my laptop!” And, “ I thought that I’d watch for a bit and come back to it...Nope!! Never mind. ...” Also, “Hard to measure all that I have learned the past two days! So thankful!”

People’s Choice ballot comments included, “ Yesterday was STOOP-endous and full of so much information and happiness.” And, “Thanks for the opportunity to view a shell show from Trinidad and Tobago!”

Videographers who helped with the show had wonderful things to share. “It was our honor to take part in your show and we are blown away by the fabulous work that went into the whole show. I learned new things and felt like I was visiting the island.” And, “Thanks for highlighting our work. Also, the videos from the other people the Sanibel-Captiva Shell Club are supporting are so interesting! Thanks for all you do to support marine biology in the state!”

One viewer summed it up, “This show has been a god-send during this awful time of the pandemic. The show is so interesting and there is a ton of teachable information for everyone to learn from. Thank you so much to all the research crew, photographers and everyone involved.”



Photograph of Carol Periard’s Junonias taken by Cheri Hollis