**Communications Workgroup Monthly Meeting – Minutes   
May 9, 2013**

Mike Land (Chair), NPS Guy Stevens, CBP/UMCES Gary Waugh, VA-DCR  
Samantha Kappalman (Vice Chair), MDE Tom Wenz, EPA Matt Ellis, STAC, CRC  
Margaret Enloe (Coordinator), CBP Comm. Catherine Krikstan, CBP Comm. Phil Miller, DNRECDeb Kleiner (phone), CCWC Steve Droter, CBP Comm. Jenna Valente, CRC  
Nita Sylvester, EPA

1. **Round Robin :**

Margaret Enloe:  
- Things are starting to come together in terms of the new Bay agreement, the 30th anniversary celebration in the fall and Executive Council planning.   
Steve Droter:   
- SAV with U.S. Fish and Wildlife Service in Poplar Harbor photo essay is in the works  
- Recently shot footage at a Delaware shad hatchery on Nanticoke River   
- Restoration Spotlight on agricultural best management practices will be out on Monday May 13, 2013.  
- We will be shooting a video at Fort McHenry highlighting urban wetlands in time for the Choose Clean Water Conference.

Nita Sylvester:  
- Public access indicator should be updated by the end of today. 16-18 additional sites were added in 2012 which is good.   
- Stream health indicator is not really an update but additional data came in from some of the states for the 2000-2010 assessment period. There were about 2000 new sites that were able to report on during that time frame based on additional data provided from primarily Pa. The maps will be revised and updated on the website.   
- The stream health indicator uses the Fresh Water Index of Biotic Integrity to look at organisms that live in streams, small bug primarily, and makes determinations on stream health based on their presence.   
-Updating river flow indicator with 2012 data from USGS – it was a normal river flow year, so no big headlines should be associated with that.  
- Dissolved oxygen indicator will be updated sometime this month which is in the assessment for attainting our water quality standards. Update includes monitoring data from 2010-2012.  
- Management Board has been looking at and is close to being able to report on the website related to combined indicators for water quality standards. Management Board has another presentation next week on additional analysis and ways to communicate that information. It is looking at not only the dissolved oxygen water quality standards but also chlorophyll A and shallow waters’ SAV clarity water quality standards.

Guy Stevens:

* Will be taking over web team lead role in about 2 months when Mike Land transitions to Park Service full time.
* Look to him for updates on the Bay Program web items.

Tom Wenz:

* EPA will be evaluating how the states are doing on their milestones –midpoint evaluation.
* States have received the draft evaluations and they are expected to be posted by the end of the month.
* No press release is planned because it is only a midpoint to the two year milestone. Not planning on being proactive with announcing this but will continue to emphasize that at this point the focus is on implementation in our efforts to restore the Bay and the focus needs to remain on that in order for the commitments to be met for 2017 and 2025.

Jenna Valente:

* Restoration Spotlight on West Virginia agricultural best management practices on Misty Mountain Farm will be posted to our website [www.chesapeakebay.net](http://www.chesapeakebay.net) on May 13, 2013.
* Working on Bay News and Bay Brief e-newsletter redesigns.
* Chesapeake Currents was launched at the beginning of this month with a new look. Please visit our website and sign up to receive Bay News, Bay Brief and Chesapeake Currents.

Catherine Krikstan:

* Look at our blog posts on our website because our news cycle has picked back up and we will have new content posted to [www.chesapeakebay.net](http://www.chesapeakebay.net) frequently. Bay News will always contain our new content.
* E-newsletters have been/are being redesigned so subscribe to those on our website.

Mike Land:

* Web team has been working on many of the transition projects and trying to get things in order before Mike leaves.
* SAV data visualization has been released – look for it on the slider on the Chesapeake Bay Program’s home page or at the direct website: <http://www.chesapeakebay.net/visualization/baygrasses/>

Gary Waugh:

* Middle of public comment period for construction general permits and storm water permits – public hearing starting next week.
* Most of the water quality programs are going from DCR to DEQ starting July 1, 2013. The general permit that public hearings are being held on is one of those programs.
* Currently working with DEQ of sorting out web stuff – Which pages stay with DCR and which will go to DEQ?
* Most of the pages are cut and dry but a few are in question, including the Bay TMDL and WIP pages.
* Planning on moving to a new building in June after 25 years – moving to a nicer building which is exciting but moving will be hectic.

Phil Miller:

* Two new videos in the works – water quality monitoring and back yard habitats.
* Began using social media to get messaging out. Facebook and Twitter accounts are starting to gain popularity.
* Four successful rain barrel sales – one in each county.
* Gearing up to expand presence at Sussex county Nanticoke River Fest.
* Couple community presentations lined up in Sussex County.
* Constantly adding and updating their website and WIP pages.

Samantha Kappalman:

* Continuing to deal with the stormwater fees – working with other agencies and third party advocacy groups in hopes of getting the correct information out there. There is better understanding but there is still a lot of people/jurisdictions saying a) they don’t need it so they’re not doing it or b) implement a 1 cent fee in protest.
* Two major well contaminations that are taking up a lot of time – one on the Eastern shore near Salisbury and one in Anne Arundel County.
* Finalizing climate change plan and are working closely with the Climate Change Consortium which is made up of 31 advocacy groups. Have been working on a lot of materials to go along with the release, including a website, web banners and a lot of digital material.
* There will be Facebook and Twitter pages for Climate Change Maryland when it’s ready to go live.

Matt Ellis:

* 5 reports coming out in the next couple months

1. Sustainable waste water report – embargoed copy will be out on May 13, 2013 and the final report will be distributed on May 20, 2013.
2. Environmental Literacy – embargoed copy will be released on May 27, 2013 and the final report on June 3, 2013.
3. Lag times - embargoed copy will be released at the end of June final report released one week after.
4. Multiple management models
5. Coastal habitats report

* Both 4 and 5 are in their drafting phases and are estimated to be due out in July.

Deb Kleiner:

-Finalizing details for Choose Clean Water Conference on June 4-5 in Baltimore, Md. Everyone is welcome to attend. Scholarships are available if financial resources are not there. It is in Baltimore this year.   
- There have been a couple of recent changes: EPA has requested to do a panel discussion on the new Bay agreement proposal that will be happening on Wednesday afternoon. There will also be panels on climate change, specifically on how it impacts the implementation of the clean water plan on the Chesapeake Bay region.   
- Visit website at [www.choosecleanwater.org](http://www.choosecleanwater.org) for info on conference.  
- Stormwater utility tool kit will be finished by the conference which includes two pieces. The first is geared towards local organizations and citizens. It’s all about how to communicate about stormwater utility fees and what are pieces for a good campaign. The second piece is oriented towards local government officials to help them communicate to their communities about why stormwater utilities are important, what they are all about and what they are going to get for their money.   
- Working on a milestones analysis will be accompanied by a press event at the end of June.

**II. Social Media Release:**- There is still a lack of clarity of what a social media release is and how it is being used. - The ‘In The News’ section of our homepage links to our press center- all of the latest press releases can be found there. - Follows a new format for “chunking” information – webpage is created for it in advance and would be available public if someone were to link to it. The webpage was sent to reporters prior to the press conference in an embargoed copy. We received a lot of positive comments on how it looked and the information that it provided from the reporters.- It’s a more visual, straight forward, easy to use news release.- No more than 3 videos are used in one release to avoid clutter.- The plan from now on will be to use social media releases for indicator data releases throughout the year but we will still use the standard narrative press release for other releases such as the NFWF grants.- Please share your data, videos and releases so we can add them to our web pages.

1. **TMDL message clarification:**

* Some of the language about the TMDL is unclear and has caused some confusion. Need to be sure that everyone understands the correct messaging, especially since the Management Board will be discussing it next week.
* Margaret will brief Management Board next week. Catherine Antos will be there for clarification if there is any push back.
* When TMDL was published there were errors in the Executive Summary. As a result people have been putting out incorrect information in regards to what is required for the 2017 goals.
* The correct messaging is: The states will have 60% reductions compared to the 2009 loads **NOT** 60% of practices in place.
* For example: if you have 40 million pounds of nitrogen in 2009 and you have to get to 30 million pounds by 2025, then you need to lose 6 million pounds by 2017. The key is, that can be by any combination of many different types of practices.
* If anyone has any questions about the TMDL messaging please contact Margaret Enloe or Tom Wenz.

1. **Video intern/Web evaluator:**

* Video intern is an idea that has been kicked around.
* Web evaluator will be brought on for the summer. They will be someone who has a background in education (preferably science) at the middle school level. They should understand common, core education standards in order to overview our web content and evaluate on how we can improve and expand our content to reach teachers and students and meet their needs.
* Bay backpack is a companion website that is aimed at teachers as a resource and Chesapeakebay.net the website for raw information
* Person will be here for 6-8 weeks and we are in the interview process right now
* Steve and Margaret are working together to figure out the details of the video intern position. Ideally, we want to get someone part time experience working with Steve and learning video production.
* We are aiming for grad or undergrad students for this internship and are still unsure if the internship will be paid or not.
* **IV. 30 year celebration update:**
* The celebration will be presumably the night before the Executive Council meeting as a celebration of 30 years of the Chesapeake Bay Program’s efforts.
* The Alliance for the Chesapeake Bay will be hosting the party and it will be funded by outside sources.
* Executive Council meeting has officially been pushed back to October because the Alliance already has two major events at the end of September.
* The celebration and Executive Council will be located somewhere around D.C.
* Steve wants to produce a 60-90 second PSA for the Executive Council that will be multi-purposed after the meeting – a feel good piece about Bay restoration. We want to script something and go out to the field with representatives from each goal team to shoot an interview that will be pieced together. We need to get the word out to GIT chairs soon.
* We are looking for very short and straight forward answers so this doesn’t need to be complex.
* *Samantha*: What about showing impaired waterways from the past as B roll?
* *Steve*: That’s something that we have been contemplating doing.
* Communications Office and workgroup needs to be proactive about the 30 year celebration because it is going to happen and we want to take the reins on this, not to be pushed into creating something that we aren’t enthused about.
* Asked for a communications strategy on why we need a new agreement – idea for an online Management Board meeting as a town hall style process. Guy and Mike need to be thinking about ways to make that work – Google hangout maybe?

**V. New CBP Brochure**

* Is almost complete. It will be a general brochure for events. We want it to be very visual and clear on text and we tried to match the color scheme to the Bay Barometer so they match on the table at events.
* If people want to review it please contact Margaret.