



Chesapeake Bay Program

Communicating the Midpoint Assessment and Phase III WIPs

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CBP Communications Office

- **Newsletters**
- **Blogs**
- **Chesapeakebay.net**
- **Print products**
- **Articles**
- **Outreach/Engagement**
- **Videos**
- **Photos**





What do we need to communicate?

- **Decisions by Principals' Staff Committee**
 - **Midpoint Assessment**
 - **Phase III WIP Planning**





Audiences

- **Principals' Staff Committee**
- **CBP goal teams, workgroups and advisory committees**
- **Local governments, local elected officials**
- **Jurisdictional partners**
- **Watershed organizations**
- **Interested public**





Update from PSC

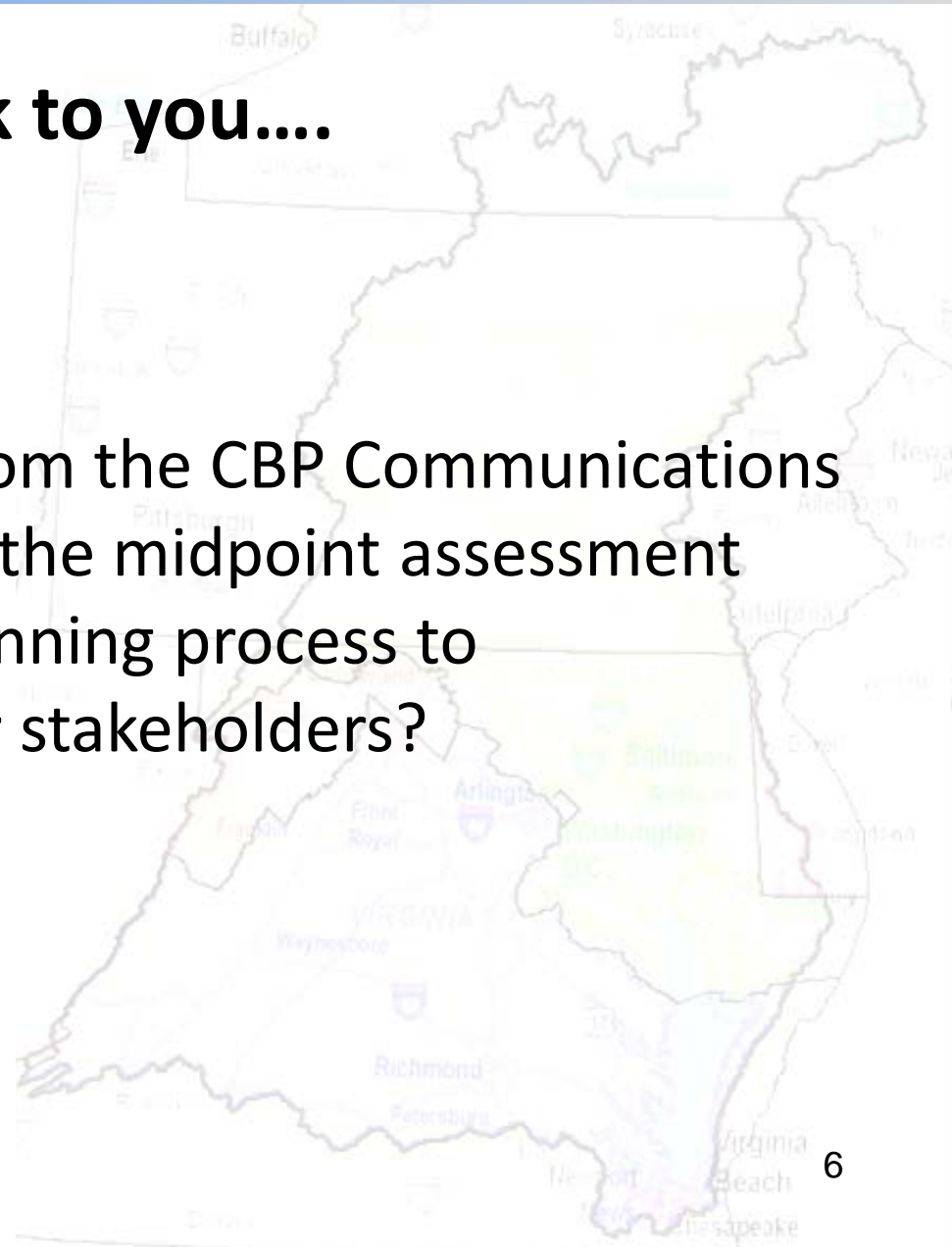
- **What do they need to know to make informed decisions?**
- **What do they need to educate their audiences?**
- **What other audiences do they recommend we engage with?**
- **Will they help us with our messaging and engagement?**





Help!

- **Same questions back to you....**
- What do you need from the CBP Communications Office to understand the midpoint assessment and Phase III WIP planning process to communicate to your stakeholders?





Help!

What other audiences do you suggest we engage with?





QUESTIONS



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