



**Communications Workgroup
Monthly Conference Call
Minutes March 7, 2018**

Participants

Catherine Krikstan, UMCES-CBP (Chair)
Deb Klenotic, PA DEP (Vice Chair)
Rachel Felver, ACB-CBP (Coordinator)
Rebecca Chillrud, CRC-CBP (Staff)
Greg Barranco, EPA-CBP
Kim Couranz, NOAA-Fisheries GIT
Margot Cumming, CRC-Habitat GIT
Cassandra Davis, NYS DEC
Heather Dewar, USGS
Michelle DiNicola, PA DEP
Caitlyn Johnstone, ACB-CBP
Rona Kobell, MD SeaGrant

Phil Miller, DNREC
Will Parson, ACB-CBP
Jenny Pascaran Beard, UMD-MOST
Drew Pizzala, CRC-Stewardship GIT
Kristin Reilley, CCWC
Joan Smedinghoff, ACB-CBP
Marissa Spratley, ACB
Taylor Stark, CCWC
Jennifer Starr, ACB-LGAC
Kathy Stecker, MDE
Guy Stephens, UMCES-CBP

I. Welcome

II. Campaign Debrief ([Presentation](#))

- Deb Klenotic summarized successes/lessons learned from Pennsylvania's #SweetonStreams campaign
- Goal: humanize and give faces to the Chesapeake Bay Phase III WIP planning process in PA
- Great engagement on FB, twitter. Participation from agencies, organizations (full list on presentation). Lots of organic social buy-in to the campaign as well as some from direct outreach.
- Take-aways: participation from water advocacy orgs as well as "boundary" orgs- agriculture, mining, fish/boating. Great way to reach these relevant orgs. Positive, friendly connections through the hashtag. Shows the power of leveraging a national event (Valentine's Day).
- For the future: posts didn't mention the phase III WIP plans- could be used in coming months

III. Shared Messaging ([Presentation](#))

- We discussed upcoming events and themes around which we can coordinate shared messaging
- **Theme:** Importance of Individual Action
 - [Project Clean Stream- Alliance for the Chesapeake Bay](#) Official day is April 7, but events are going on for the next few months. Local Annapolis cleanup will be April 6, contact Alliance if you want help organizing one near you. Hoping to share/receive photos of cleanups, successful hashtags, etc. Could connect to recent photos of trash at Conowingo; Baltimore trash wheels.
 - [Great American Cleanup of PA- Pennsylvania](#) Happening March 1-May 31. Includes cleanup of litter, stream bank and beautification projects. Organized by Keep PA Beautiful, supported by PA DEP and PennDOT

- [Don't suck, #SipResponsibly](#) Campaign with Annapolis Green targeting plastic straws
- SAV study showing how SAV has rebounded because of reduced pollution has gotten huge national attention. Could connect to individual actions of boaters/landowners in protecting SAV
- CBP's recently completed [citizen stewardship index](#) has good data/ideas on individual action
- **Volunteer Week** Week of April 22
- **Hashtag ideas for individual actions** Want something to connect these various events to the theme of individual action. CBP has used #baytips in the past. Any ideas that are more watershed inclusive?
- **March: Women's History Month**
 - Alliance will be doing weekly blog posts, including a list post of influential Chesapeake women and an interview with Fran Flanigan.
 - CBP has a blog from last year on five women of the Chesapeake, a new one on Becoming an Outdoors Woman. Delaware will be promoting this program as well.
 - PA will be highlighting Rachel Carson as well as DCNR leaders.
 - National Wildlife Federation is planning shared messaging- will be in Chesapeake Network. Also will be hosting the [Women in Conservation Leadership Summit](#) March 13-15: social media surrounding this, facebook live video from the event.
 - **Hashtag ideas:** #WomeninSTEM, #WomeninScience, #OutdoorWomen, #ChesapeakeWomen, #STEMinism
- **April: Earth Month**
 - Earth Day Theme: Ending Plastic Pollution
 - Week of April 22: Volunteer Week, Air quality awareness week
 - Arbor Day- good way to connect to other organizations that may not be Bay-focused
 - Rehabbing and maintaining rain gardens for the spring- DC DOEE's RiverSmart has [maintenance guides](#)
- **Other**
 - Look out for CBP's Chessie posts- should have a few in March and April to share
 - 50th anniversary of the Wild and Scenic Rivers Act – officially in October. There is a media toolkit available- ideas for stories, interview questions, logos.
 - 35th anniversary of the Chesapeake Bay Program – likely will be celebrated in the summer
 - Last month, American Rivers named PA top in dam removal
 - Chesapeake Bay Awareness Week: first week in June, would like to have a cohesive theme.

IV. **Presentation from the MOST (Municipal Online Stormwater Training) Center**

- MOST has several new resources on the [website](#) and would love help getting the word out
- [Case story](#) map resource went live in December, has been well received. Looking for more model stories to feature, especially throughout the watershed. Focus areas: stormwater BMPs, on the ground implementation, community cobenefits
- [Video](#) series: One on public-private partnerships, one on local leadership. Looking for two more local leaders to feature. Hoping to produce these in April. Intend to release feature video on DC's stormwater system by the end of the month.
- Sign up for MOST's emails, forward to anyone who might be interested in these new resources
- Send any ideas for case stories or interviewees to Jenny Beard, jpbear@umd.edu

V. GIT Project Updates

- **Habitat GIT ([Presentation](#))**

- 2017 funded projects: SAV workgroup and Black Duck action team
- SAV project
 - Developing a citizen science and certification program and reviewing status of regulations for protection of SAV
 - Goal: more widespread monitoring of SAV, ensuring SAV is protected, change the public perception that SAV is a nuisance
 - **Communications Needs:** potential to develop a campaign in conjunction with regulation analysis to promote positive attitudes towards SAV growth, make sure people don't see SAV as a nuisance. Pamphlet or signage indicating that SAV is positive for the watershed- targeted at marinas, seaside landowners
- Black Duck project
 - Feeding off two previous GIT projects: survey of landowners and wetlands website development
 - Hire a contractor to engage with local landowners, connect landowners to appropriate practitioners/funders for wetland restoration and protection
 - Goal: Increase wetland restoration and protection in high priority areas through increased NRCS funding utilization
 - **Communications Needs:** (once wetlands website is completed) assistance with promoting the wetlands website, promoting their outreach efforts
- **Additional Communications Needs/Interests**
 - promoting hunting and fishing at public access points to underserved communities, cross focused with diversity and stewardship
 - landscape scale video highlighting importance of watershed habitats- maybe "follow a pollinator" to highlight value of habitat to agricultural economies
 - 50 years of wild and scenic rivers campaign
- Feedback from Workgroup
 - NWF is hosting an urban wildlife week in Baltimore that could be relevant for the Habitat GIT
 - The Toxics workgroup is working on a sign on fish consumption advisories- could be a good tie in for the underserved communities public access campaign. Not just access- safe access.
 - For SAV: think about promoting through quotes/pictures from local people. Examples: sportfishers: seeing crabs standing on bay grasses years ago, looked like walking across the water, now this is coming back. Could be a great social media post. Crab fishers talking about having to clean grasses off traps- how this is a good thing indicating more crabs. Show more than just scientists are excited about grasses returning

- **Stewardship GIT**

- MWEE Guide 2.0 ([Presentation](#))
 - Part of Environmental Literacy goal
 - Series of videos supporting the redesign of Bay Backpack, online presence for the newly released educator's guide for meaningful watershed educational experiences. Videos will include examples, how tos, tutorials, tools for designing,

- implementing, and evaluating MWEEs
 - Aimed at providing educators with effective resources and the tools to use them
 - Education Workgroup is brainstorming MWEE examples for the videos
 - CBP Web Team working on how to best utilize the videos on the site
 - Will Parson will work with contractor on video production, storyline ideas
- Interactive Tool for Citizen Stewardship Data and Analysis ([Presentation](#))
 - last funded project was stewardship indicator- first comprehensive survey of stewardship behaviors in the watershed and likelihood of adopting/changing behaviors
 - tool will enable watershed organizations to scale and segment data, create customized reports with this data, assist orgs in creation of RFPs, choose most cost-effective behaviors to target, identify changes in behaviors over time
 - Plan to update survey data set every 2-3 years
 - Currently planning to conduct stakeholder interviews, planning the questions for these interviews

VI. Wrap Up

Next meeting: Wednesday, April 4, 2018, 1 to 2:30 p.m.