

Update: 2013 Communications Planning

Management Board Meeting

November 14, 2012

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Chesapeake Bay Program
Science, Restoration, and Partnership

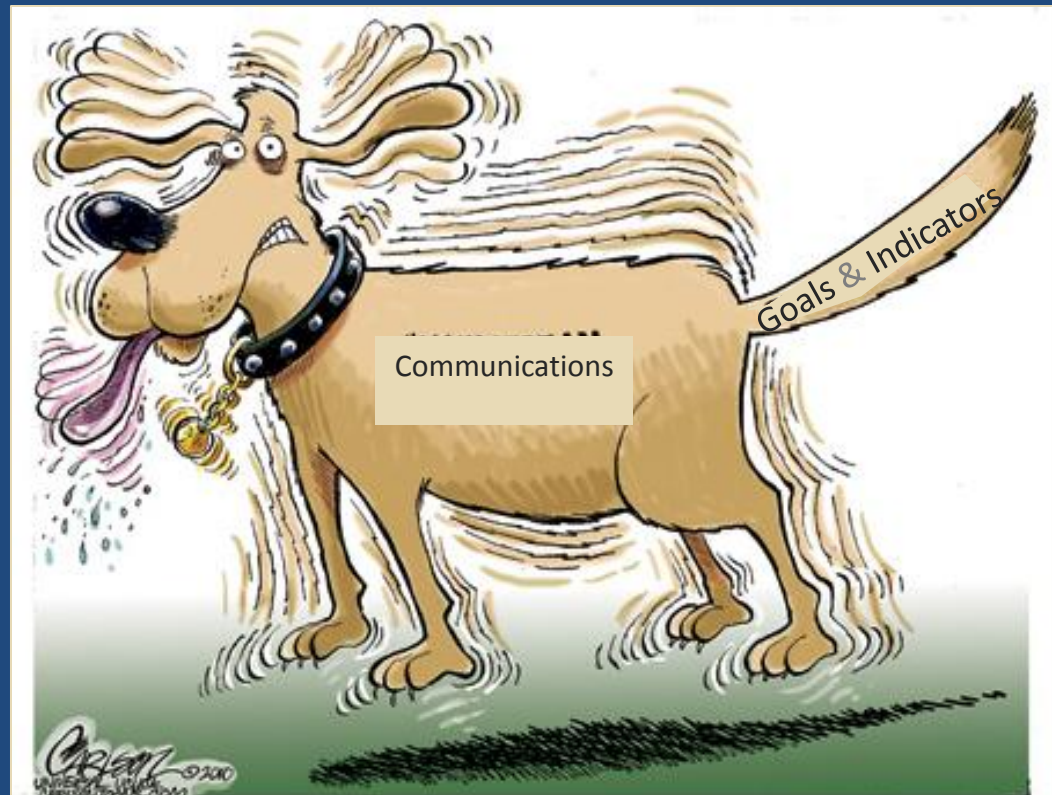
Purpose of Presentation

- 2013 CBP Communications strategy
- Continued efforts
- Report on the Bay

2013 CBP Communications strategy

- *Agreed - CBP Comm Office should develop a more proactive plan for communicating stories in 2013.*
 - Story releases will not wait on indicator data not submitted in a timely fashion.

This is what
we've had....



Partnership with public, where we bring them along (willingly) in their understanding....

This is
where
we're
going



Communications Strategy – 2013 Top Focus/Messages

- *1. Real People are making a difference*
 - Use Personal/local voices to make Bay issues/restoration "real" .
 - Connecting individuals/local groups to larger whole
- *2. A healthy watershed is everyone's concern*
 - We are all pulling in the same direction. The Bay is all one system .

2013 Comm Planning Calendar

Communications Calendar						
	WINTER			SPRING		
	DEC	JAN	FEB	MARCH	APRIL	MAY
	Focus: Winter / Hibernation			Focus: Spring / Emergence		
PRIORITY STORIES	Oysters		Crabs	Grasses	Fish	Wetlands
		DATA: abundance	DATA: winter dredge surv	DATA: underwater grasses	DATA: shad	DATA: wetlands
		harvstg / aquacult	economy of indus.	value & local	DATA: fish passage rest	types of wetlands
					migration	
		restoratr (H.Crk)			rockfish season	DATA: nutrient/sed pollut
		disease research				
SECONDARY STORIES	CBP Report			Trees	Bay cleanups	Planting season
				tree industry		Plant More Plants
						gardening
						agric practices
OTHER	EO Actn Plan		EO Prog. Report		EO Anniv.	
	TMDL Anniv		BMP Ver.		2012 Prog Run	
Undecided	Toxics	Land use /development	population	invasive species		

2013 Comm Calendar (cont'd)

SUMMER			FALL			WINTER
JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Focus: Summer / Outdoors			Focus: Fall / Winding Down & Harvest			
Recreation / Fun			Education	Stream Health	Waterfowl	TBD
Public Access	How/Where to's		DATA: Education	DATA: brook trout	DATA: Black ducks	
DATA: Pub Access	catch crabs	hikes	teacher resources	DATA: forests	hunting	
getting outside						
	fishing holes	experience	CBP as ed. Tool	DATA: BIBI	history	
EC Mtg.	Fish	Bay Dead Zone	Agriculture	Runoff		
DATA: Reduc Pollut	DATA: menhaden mgt	DATA: DO & Clarity		weather events		
restorat. Progress	DATA: crabs mgt.			stormwater issues		
	DATA: rockfish mgt.					
		NFWF Grants				

Ongoing

CBP will continue to work to:

- Better understand our audiences & sources
- Keep our messages simple (ie: using our indicators as the raw materials for our stories)
- Be “the” proactive source for news on the Bay
- Improve the way science is communicated
 - Both within CBP and sharing externally

January 2013 “report”

Tell story of what “IS”

Be clear, engaging,

Look Ahead in tone



Reach – how do we improve this?



January 2013 “report” - schedule

- MB will receive draft text December 4.
- MB comments due back December 10 – 4pm.
 - Compile from all parties & send to Margaret
- Public release – mid January 2013
- Questions: menloe@chesapeakebay.net