




Setting the Stage to Develop and Implement a Communications Strategy



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Why is it important to
speak in one, unified
voice?

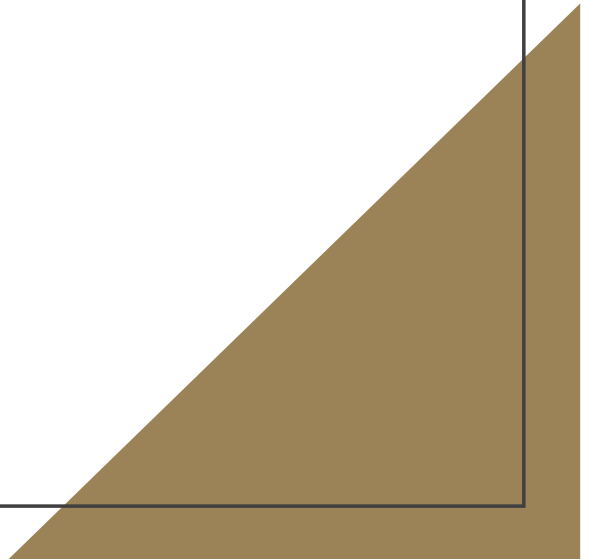


Mean Tweets

Who are we really?

- Chesapeake Bay Partnership
- Chesapeake Bay Program Partnership
- EPA Chesapeake Bay Program
- Chesapeake Bay Program Office
- Chesapeake Watershed Partnership

Chesapeake Bay Program



Current Strengths

- Collaborators.
- Trusted Authority.
- Commitment to the Bay and the environment around us.



All images courtesy of the Chesapeake Bay Program.

I need your input!



Who are the most important audiences that your agency or organization communicates with?



What communications platform works the best for you in reaching your audiences?



Who are your trusted sources in communicating information to the audiences that matter most to you?



Why do you feel it is important that we communicate to the general public about the Chesapeake Bay Program?



How do you personally receive important information?