Chesapeake Bay Program Communications (June 1, 2015 – present)

*all figures since June 1, 2015 unless otherwise specified.

<u>Press Releases</u>

- Seventeen Public Access Sites Open Along Chesapeake Rivers and Streams
  (June 18, 2015)

- Blue Crabs Doing Better, But Report Notes There's Still Room for Improvement
  (July 1, 2015)

- Bay Program Partners Welcome New Climate Change Coordinator
  (July 15, 2015)

- Chesapeake Executive Council Releases Plans to Restore and Protect Bay Watershed
  (July 23, 2015)

- Chesapeake Bay's Underwater Grass Abundance Rises 27 Percent in 2014
  (July 30, 2015)

- Record $11.5 Million will Support Cleaner Water, Improved Habitat in Chesapeake Bay Watershed
  (October 6, 2015)

- Cleaner Air, Cleaner Waters: Story Map Illustrates Air Pollution Reductions over Time
  (October 8, 2015)

- Chesapeake Bay Programs Makes Measured Progress toward Restoring the Watershed
  (February 2, 2016)

- Data Show Drop in Nitrogen, Phosphorus, Sediment Pollution to Chesapeake Bay
  (April 18, 2016)
  Generated 13 news articles.

- Experts, Decision Makers Focus on Improving Environmental Education
  (April 21, 2016)

- Annual Monitoring Finds More than 91,000 Acres of Underwater Grasses in Chesapeake Bay in 2015
  (April 28, 2016)
  Generated 18 news article, most notably picked up by Reuters and CBS Baltimore.

Media Advisories

- [Chesapeake Bay's Underwater Grass Abundance Rose Last Year](#)
  (July 30, 2015)

- [Fisheries Scientists, Managers, Constituents to Discuss Chesapeake Bay Fishery Resource Management](#)
  (December 14, 2015)

- [Data Show Drop in Nitrogen, Phosphorus, Sediment Pollution to Chesapeake Bay](#)
  (April 18, 2016)

- [Experts, Decision Makers Focus on Improving Environmental Education](#)
  (April 20, 2016)

Social Media

- 107 [blog posts](#) since June 1, 2015.
- 2,262 followers on Facebook, up 40.8 percent since June 1, 2015.
- 8,091 follower on Twitter, up 22.2 percent since June 1, 2015.
- 1,372 followers on Instagram, up 117.8 percent from June 1, 2015.

Multimedia & Web Products

- From the period June 1, 2015 – April 30, 2016, 39 updates have been made to online content at www.chesapeakebay.net.
- Created over 30 multimedia products since May 1, 2015.
- Added close to 1,200 new images to our [photo library](#) since May 1, 2015.
- Produced three editorial articles for publication since August 1, 2015.
- Over 30 requests from outside sources for use of CBP products since August 1, 2015.
- Designed new CBP brochure.
- Designed graphic on land conservation for Chesapeake Conservancy use.
- Coordinated with Web Team to plan revised "Track the Progress" section for website.

Reports and Newsletters
- Produced Bay Barometer in February 2016, a summary report of the health and restoration of the Bay.
- Weekly Bay Brief newsletter.
- Monthly Chesapeake Currents newsletter.
- Daily Bay News newsletter.
- Participated in meetings/discussion for development of new CBP indicators framework
- Developed Alliance work plan for 2015-21 CBP Communications & Media support grant

<u>Meetings and Workgroups</u>

- Chaired Communications Workgroup meetings from June 2015 – May 2016.
- Planning 2016 Executive Council meeting.
- Planned and held 2015 Executive Council Meeting (July 23, 2015).
- Held two public forums on diversity in February 2016.
- Planning communications training for CBP to be held in July 2016.
- Held communications training for CBP in May 2015 (Webstock).
- Participate in LGAC, CAC, STAR, STAC, and GIT team meetings.