



## Communications Workgroup Biannual Retreat

January 10, 2017

Masonville Cove Environmental Education Center  
1000 Frankfurst Ave., Baltimore, MD 21226

### Meeting Agenda

- 9:30 – 10:00      Coffee and Muffins
- 10:00 – 10:15      Welcome, Introductions and Ice Breaker
- 10:15 – 11:00      Panel Presentation: Engaging the Media  
*PennEnvironment Deputy Director Adam Garber and National Aquarium Public Relations Specialist Corinne Weaver will discuss their experiences engaging the media in their work, from successful strategies to lessons learned. Their presentations will be followed by a panel Q&A.*
- 11:00 – 11:15      Break
- 11:15 – 12:00      Panel Presentation: A Reporter's Perspective  
*Baltimore Sun Reporter Pamela Wood and Chesapeake Bay Magazine News Director Meg Walburn Viviano will provide their perspectives on what makes a clean water story worth telling. Their presentations will be followed by a panel Q&A.*
- 12:00 – 12:30      Lunch
- 12:30 – 1:30      Professional Development: Media Relations  
*Abel Communications President and Founder Greg Abel will lead a media relations workshop.*
- 1:30 – 1:45      Break
- 1:45 – 2:45      Exercise: Developing a Media Engagement Template  
*Participants should bring a media release, press statement and/or other artifacts from a recent media outreach initiative. Working in small groups, participants will discuss what worked, what didn't and what they would change based on what they have learned during this retreat. Working in a large group, participants will develop a media engagement template that workgroup members can use to promote and amplify future work.*
- 2:45 – 3:00      Wrap-up and Closing

### Post-Retreat Happy Hour

Workgroup members are invited to meet and mingle at Pratt Street Ale House (206 W. Pratt Street) from 3:30 to 5:00 p.m. A public parking garage is located two blocks from the brew pub at 110 W. Lombard St.

**Next Meeting:** Wednesday, February 7