



Communications Workgroup October Minutes

October 3, 2018 | 1:00 to 2:00 p.m.
NPS Large Conference Room

Participants

Catherine Krikstan, University of Maryland Center for Environmental Science/Chesapeake Bay Program
Deb Klenotic, Pennsylvania Dept. of Environmental Protection (Vice Chair)
Rachel Felver, Alliance for the Chesapeake Bay/Chesapeake Bay Program (Coordinator)
Rebecca Chillrud, Chesapeake Research Consortium/Chesapeake Bay Program (Staff)
Greg Barranco, Environmental Protection Agency/Chesapeake Bay Program
Irina Calos, Virginia Dept. of Environmental Quality
Kim Couranz, National Oceanic and Atmospheric Administration/Fisheries Goal Team
Margot Cumming, Chesapeake Research Consortium/Habitat Goal Team
Cassandra Davis, New York Dept. of Environmental Conservation
Ryan Davis, Alliance for the Chesapeake Bay
Aaron Ferster, Environmental Protection Agency Office of Research and Development
Amy Handen, National Parks Service
Caitlyn Johnstone, Alliance for the Chesapeake Bay/Chesapeake Bay Program
Trevor Manning, Dept. of Defense
Mike Matthews, District Dept. of Energy and Environment
Phil Miller, Delaware Dept. of Natural Resources and Environmental Control
Andrew Overton, Chesapeake Bay Foundation
Kristin Reilly, Choose Clean Water Coalition
Natalia Sanchez, University of Maryland Environmental Finance Center
Joan Smedinghoff, Alliance for the Chesapeake Bay/Chesapeake Bay Program
Patrick Smith, National Parks Service
Jennifer Starr, Alliance for the Chesapeake Bay/Local Leadership Workgroup

I. Welcome

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

- National Seafood Month
 - #DYK? The Chesapeake Bay produces about 500 million pounds of seafood each year. What's your favorite? #SeafoodMonth
 - #DidYouKnow? The Bay's commercial fishing and seafood industry provide over 5,000 jobs and an annual income of \$56 million.
 - Meet the farm-to-table movement's salty-aired cousin: dock-to-dish. Like CSAs providing produce to folks without a farm, Community Supported Fisheries (CSFs) bring fresh and local seafood to community members who do not have access to the water.
#SeafoodMonth https://www.chesapeakebay.net/news/blog/bounty_from_the_bay
 - #SeafoodMonth is the perfect time to enjoy the Bay's classic blue crabs. Learn how to pick a crab like a pro with this step-by-step guide.
https://www.chesapeakebay.net/action/howtotips/article/how_to_pick_a_crab
 - The US Fish and Wildlife Service is working with the Chesapeake Bay Environmental

Center to restore oysters on Kent Island. Kent Island was once full of seafood packing houses and now home to the only full-time oyster-shucking house left in Maryland.
#SeafoodMonth <https://www.fws.gov/natures-good-neighbors/stories/pearl-in-the-making/>

- Supporting content:
 - NOAA Fisheries “Savoring Seafood” [feature](#)
 - Oceana resources on seafood fraud, especially related to blue crab:
 - <https://oceana.org/publications/reports/oceana-reveals-mislabeling-iconic-chesapeake-blue-crab>
 - <https://usa.oceana.org/blog/one-name-one-fish-why-seafood-names-matter>
 - <https://www.youtube.com/watch?v=zwngTuP6kFY>
 - Related hashtags: #SeafoodMonth
- October 12: National Farmer’s Day
 - Agriculture is essential to all people: farms provide us with food and fiber, natural areas, and aesthetic and environmental benefits. Learn what farmers are doing to protect local water quality and the Bay. #NationalFarmersDay
<https://www.chesapeakebay.net/issues/agriculture>
 - Learn how West Virginia farmer Gale Livingstone makes fresh fruit, vegetables and eggs available to her neighbors through her community supported agriculture (CSA) program. #NationalFarmersDay
https://www.chesapeakebay.net/news/blog/fresh_vegetables_for_everyone_csa_day_in_the_watershed
 - Know Good Farm shows how the working traditions of farmers and watermen can go hand-in-hand with environmental sustainability. #NationalFarmersDay
https://www.chesapeakebay.net/news/blog/land_meets_water_at_know_good_farm
 - Virginia farmer Glenn Dye on implementing conservation practices: “If anything it's helped [production]. Some tasks can be a challenge, but I see the benefit in the end.” #NationalFarmersDay https://www.newsadvance.com/news/local/state-program-incentivizesconservation-practices-on-local-farms/article_afa5a511-a1fd-5f5c-8b87-b130358236fd.html
 - Supporting content:
 - [Bay 101: Agriculture](#)
 - [Learn the Issues: Agriculture](#)
 - DEP farm conservation stories:
 - [Wolf Administration Tours Wyoming County Farms that are Helping to Protect Clean Water in Pennsylvania](#)
Two farms: the Henningstead and Faux farms in Wyoming County. The Henningsteads used funding from our DEP Chesapeake Bay Program for their efforts. [Photos on DEP FB page](#)
 - [With Solar Panels, Barbour Family Farm Is Shining Example of Conservation](#)
The Barbour farm in Lycoming County. Less focused on clean streams BMPs, but still good. [Photos on DEP FB page](#)
 - Related hashtags: #NationalFarmersDay
- October 18: Anniversary of the Clean Water Act
 - The #CleanWaterAct was groundbreaking legislation in 1972: today it turns 46. Celebrate 46 years of #CleanWater!
 - #CleanWaterAct milestone: on December 29, 2010, EPA established landmark “pollution diet” for the Chesapeake Bay.
https://www.chesapeakebay.net/what/programs/total_maximum_daily_load

- Supporting content: EPA Clean Water Act [Summary](#)
- Related hashtags: #CleanWaterAct #CleanWater #tbt
- October 31: Halloween
 - Supporting content:
 - Bay Program Blog: [BOOs of the Bay](#)
 - Bay Program Blog: [‘Zombie’ crabs invade the Chesapeake Bay](#)
 - Bay Program Blog: [Five creepy, crawly critters that live in the Chesapeake Bay](#)
 - Bay Program Blog: [Point Lookout State Park](#)
 - Bay Program Blog: Nature’s Body Snatchers (upcoming)
 - Bay Program Blog: Ghost Forests (upcoming)
 - Field Guide: [Virginia Big-Eared Bat](#), [Big Brown Bat](#), [Little Brown Bat](#)
 - Forests for the Bats
 - Play on the Alliance for the Bay’s big outreach program for forest conservation, Forests for the Bay
 - Focus on bat conservation, but also more broadly related to spooky topics
 - Tree planting: “trick or trees” with costumes encouraged!
 - Blog on white nose syndrome: <https://www.allianceforthebay.org/2018/10/forests-for-the-bats-part-iv-white-nose-syndrome/>
 - Chesapeake Bay Foundation pumpkin stencils: <http://www.cbf.org/blogs/save-the-bay/2017/10/a-chesapeake-halloween.html>; <http://www.cbf.org/document-library/cbf-publications-brochures-articles/halloween-ches-o-lantern.pdf>
 - Chesapeake Bay Foundation blog on scary critters: <http://www.cbf.org/about-the-bay/more-than-just-the-bay/chesapeake-wildlife/the-top-5-scariest-critters-in-our-waters.html>
 - DOEE – [River Monsters](#) family Halloween program
 - Potomac Conservancy blog: “Trick or treat” with 6 creepy critters from the Potomac River (with bonus animal-inspired Halloween treats) <https://potomac.org/blog/2018/5/8/halloween-wildlife-potomac-river>
 - Potomac Conservancy blog: 3 threats to the Potomac River with serious scare potential <https://potomac.org/blog/2017/9/12/potomac-river-threats-current-future>
- Other shared messaging opportunities:
 - Bat Appreciation Month
 - National Go on a Field Trip Month
 - October 4: World Animal Day
 - October 10: Walk to School Day
 - Walking to school is a great way to get outdoors and reduce your greenhouse gas emissions. Learn more ways to be #BayFriendly at school with these how to's and tips. #WalkToSchool https://www.chesapeakebay.net/action/howtotips/category/at_school
 - October 14-20: Earth Science Week
 - Celebrate #EarthScienceWeek the Bay way at these geologic gems throughout the watershed. https://www.chesapeakebay.net/news/blog/take_a_geologic_history_tour_at_these_eight_sites
 - October 16: World Food Day
 - October 17: National Fossil Day
 - October 21: Reptile Awareness Day
 - October 27: National Make a Difference Day

- Bay Program Blog: [Five ways to be a citizen scientist](#)

III. Round Robin and Chesapeake Bay Program Updates

- PA DEP: Lancaster County is holding a public meeting to share its draft WIP III plan. Lancaster was one of the four pilot counties for the Community Clean Water Toolbox and is the first of the four to complete its draft plan using the toolbox.
- Jennifer Starr: Jennifer is taking over as Coordinator of the Bay Program's Local Leadership Workgroup. The workgroup is an effort to expand knowledge and capacity of local elected officials throughout the watershed. The workgroup died down when the previous coordinator retired, but re-energizing the workgroup has become a priority. The first meeting was Thursday, October 11. They are looking for a mix of people representing local governments, state organizations, trusted sources and funders. If you would like to be added to the interested parties list, please email Jennifer: jstarr@allianceforthebay.org
- September 15-October 15 is Hispanic Heritage Month. The Festival del Rio Anacostia was held October 13 at Bladensburg Waterfront Park. The Bay Program and the Alliance for the Bay were both represented.
- Bay Program Updates:
 - October 11th is Webstock, an event put on by the Creative Team. This event makes the rest of the Bay Program aware of the work of the Communications and Web teams, as well as how they can incorporate some of our best practices into their work.
 - We have begun drafting our annual Bay Barometer – there will be a presentation update at our next meeting.
 - It would be great to get a few more members on the Forest Buffers Communications Action Team – please reach out to Rachel Felver if you are interested!

IV. Leadership Changes

- Workgroup chair Catherine Krikstan is moving on from the Bay Program to a new opportunity at NOAA. We wish her all the best!
- Deb Klenotic, our current vice-chair, will be stepping into the role of workgroup chair starting in November.
- This means we have an opening for vice-chair. Please reach out if you are interested! The vice-chair time commitment is usually around a couple hours each month, with a little bit more time required around our bi-annual in-person retreats.

V. Action Team Updates

- The WIP Engagement Action Team held its first call October 1. About 20 members joined the action team, so there's great interest, which speaks to the importance of successful WIP Engagement efforts. The focus of the first call was taking stock of collective knowledge and understanding what each member and their organization is doing related to WIP development and engagement. Some jurisdictions are continuing in a similar way to the Phase II WIPs, some are taking a new approach, and there are some differences in the way local governments are being engaged. Action team members represent strong and diverse expertise: communications specific, local government/local stakeholder outreach, community/public outreach, funding specialist, environmental program specialists, etc. The WIP Engagement Action Team will aim for calls every two weeks. The next call will be a deeper dive into the needs and challenges that organizations are facing around WIP III engagement and how the action team can support these needs.
- The two GIT-funding projects that we proposed were both accepted for funding. We anticipate

forming action teams related to managing these projects in the beginning of 2019. One project is a behavior-change training for the Chesapeake Bay Program partnership with a pilot project focused on landowners protecting their SAV. The other is a social marketing project aimed at coastal property management, with a likely focus on living shorelines.

VI. Deep Dive: Fish Consumption Advisory

- Whether or not it is safe to eat fish out of contaminated bodies of water can differ even in different parts of the same body of water. Organizations put out fish consumption advisories to let people know, but they often vary significantly between different regions and come off as very governmental.
- Toxic Contaminants, Outreach and Diversity teamed up to find a way to make these advisories more accessible.
- The fish consumption workgroup is putting together a user guide, which brings together the information from the group's literature review, community outreach, etc. The guide will mirror press packets – it will include background information, press release, sample social media, etc., and then organizations can take it and make it their own.
- They would like the Communications Workgroup to make a toolkit with sample case studies for the appendix of user guide. At the last Communications Workgroup retreat, we did sample social marketing strategies based on theoretical case studies. This would be a similar concept for the fish consumption advisory. For example: one audience might be a dense, multicultural urban population; one might be suburban, Hispanic subsistence fishers; etc. There will be 4-5 demographic scenarios. Localities will be able to use these as a sample strategy to work off of based on their own demographics.
- This should be a quick project, done by the end of the year. At the retreat, we came up with quick sample strategies within 20 minutes.
- Questions/discussion:
 - So far, the fish consumption infographic is in English and Spanish. They hope to expand to many other languages; but it is also designed to be understood just from the images.
 - Has AWS been involved? Yes. At Festival Del Rio, AWS and Anacostia Waterkeepers will combine with CBP to have a filleting demonstration during a fishing activity down at the water to show how to safely prepare fish
 - Nonprofit groups that are utilizing this would be another great resource for creating the sample strategy. Kristin will send around to her communications workgroup and could be a good topic for their call later this month.
 - Case studies could potentially emulate stormwater and MS4 outreach programs

VII. Wrap Up

Next meeting: November 7 from 1:00-2:00 pm