



Communications Workgroup November Meeting

November 6, 2019 | 1:00 to 2:00 p.m.

Room: 305

Webinar: <https://zoom.us/j/682239649>

Meeting Materials

To find meeting agenda, minutes, presentations and other meeting materials, please visit our Communications Workgroup meeting webpage: https://www.chesapeakebay.net/who/group/communications_workgroup

Agenda

- 1:00 – 1:05 Welcome and Roll Call
- 1:05 – 1:15 Shared Messaging: November
Rebecca Chillrud will lead a discussion about collaborative and coordinated messaging for the month of November, focusing primarily on Thanksgiving, Native American Heritage Month, and #OptOutside Day. Please plan to share your content or ideas for content that could be amplified by the workgroup.
- 1:15 – 1:25 Member Round Robin
Gregg Bortz will lead off the discussion. Share communications updates from your part of the watershed, or tap the group's expertise for help with questions or ideas you're working on.
- 1:25 – 1:30 January In-Person Meeting Brainstorm
Our 2020 in-person meetings are tentatively scheduled for January (date tbd) and May 12. The May meeting will be a combined meeting with the Local Leadership Workgroup. We'd like to hear your suggestions on topics and locations for our January meeting. These meetings are an opportunity for professional development and learning from other watershed organizations.
- 1:30 – 2:00 WIP Engagement Action Team Communications Kit: Community and Economic Benefits of Conservation Success
Deb Klenotic will take the group through the toolkit created by the WIP Engagement Action Team. The materials are intended to help local leaders across the watershed communicate the many ways that successful water quality conservation projects benefit communities and the economic bottom line, in addition to the environment. After the presentation, plan to brainstorm ways to best distribute the toolkit.

Next Meeting: December 4, 1:00-2:00 p.m.