



Communications Workgroup November Meeting

December 2, 2020 | 1:00 to 2:00 p.m.

Webinar:

<https://umces.webex.com/umces/j.php?MTID=m47922191576e14a57114ff2fba405b01>

Meeting number: 120 040 5369

Password: commwg

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
Gregg Bortz, Maryland Department of Natural Resources (Chair)
Rachel Felver, Alliance for the Chesapeake Bay (Coordinator)
- 1:05 – 1:10 Shared Messaging: December
Marisa Baldine, Chesapeake Research Consortium, will lead a discussion about collaborative and coordinated messaging for the month of December, focusing primarily on the first day of winter and the holidays. Please plan to share your content or ideas for content that could be amplified by the workgroup.
- 1:10 – 1:25 Member Round Robin
Rachel Felver 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 – 1:40 Overview of the Sea Grant Program
Jay Clarke (VA Sea Grant), Kelly Donaldson (PA Sea Grant) and Rona Kobell (MD Sea Grant) will present to the group about the Sea Grant Program and how each state works with one another and how they communicate to their various audiences.
- 1:40 – 2:00 CBP Fish Consumption Advisory Project
Caitlyn Johnstone, CBP's Outreach Specialist, will provide an overview of a recently-completed joint project with the Diversity and Toxics Workgroups to improve communications to communities at high-risk for toxics contaminants.

Next Meeting: January 6, 2021 at 1PM