

# Update: CBP News/Stories: 2013 Planning

PSC Meeting

December 5, 2012

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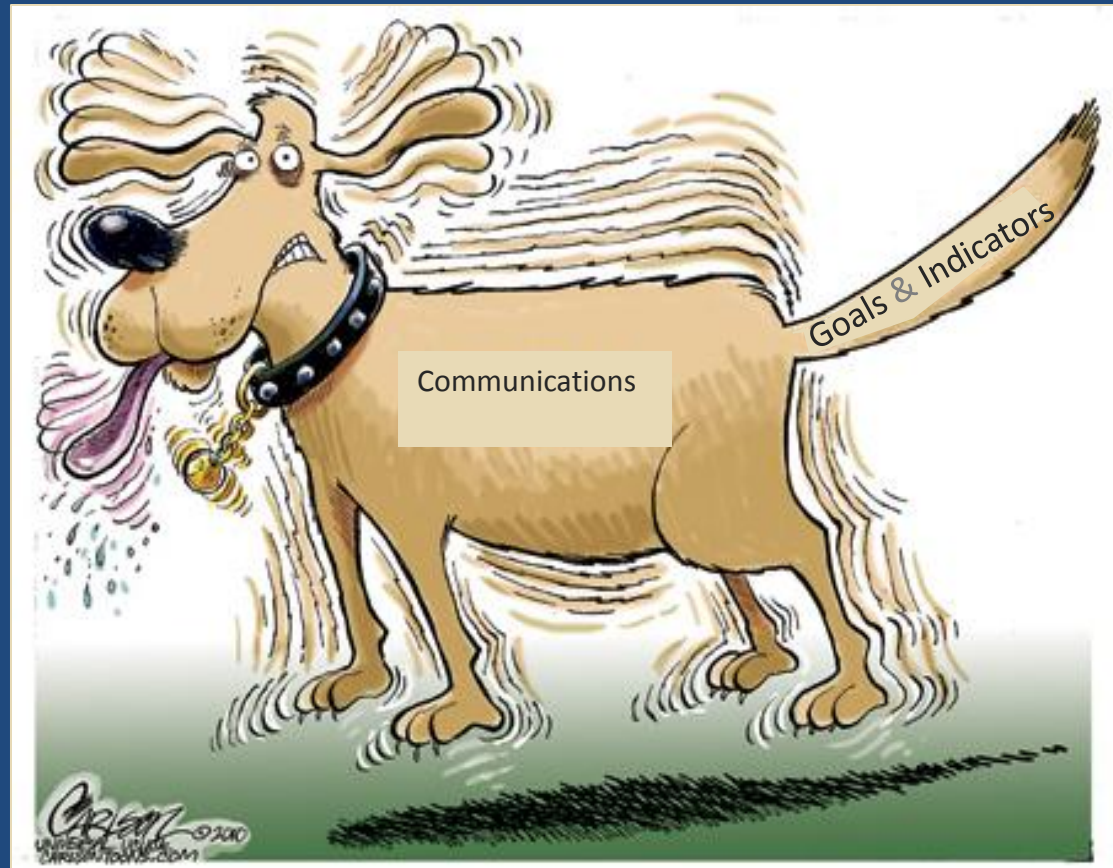
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Chesapeake Bay Program  
*Science, Restoration, and Partnership*

## Context: In 2011 & 2012

*To some degree, this is what we've had....*



## 2013 CBP Communications strategy

- *MB Agreed Oct. 2012 - CBP Comm Office should develop a more proactive plan for communicating stories in 2013.*
  - News Cycle will be “proactive” -- not wait on indicator/data readiness

This is where  
we're going

- Partnership
- Stability
- Balance



# 2013 Top Focus/Messages

- *1. Real People are making a difference*
  - Use Personal/local voices to make Bay issues/restoration "real" .
  - Connecting individuals/local groups to larger whole
- *2. A healthy watershed is everyone's concern*
  - We are all pulling in the same direction. The Bay is all one system .

# 2013 Comm Planning Calendar

## 2013 CBP News/Stories - Planning Calendar

updated 11/27/12

	WINTER		SPRING		
	JAN	FEB	MARCH	APRIL	MAY
	<i>Focus: Winter / Hibernation</i>		<i>Focus: Spring / Emergence</i>		
PRIORITY STORIES	Winter Work on the Bay		Grasses	Fish	Wetlands
	<i>Example: Oyster harvstg / aquacult</i>	<i>Example: winter dredge surv wk</i>	<i>Example: undrwatr grass abundance/ variety</i>	<i>Example: shad/ rock migration</i>	<i>Example: types/value of</i>
	<i>CBP 2012 Data to be woven into stories as appropriate / available</i>				
Other CBP Stories	CBP Report		Trees	Bay cleanups	Planting season / Educ
Partner/ Other stories (examples)		EO Prog. Report		EO Anniv.	Plant More Plants campaign
		BMP Ver.			
Timing Undecided	Land use /development	population	invasive species		

# 2013 Comm Calendar (cont'd)

	SUMMER			FALL			WINTER
	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
	Focus: Summer / Outdoors			Focus: Fall / Winding Down & Harvest			
PRIORITY STORIES	Recreation / Fun			Education	Stream Health	Waterfowl	TBD
	Public Access - Example: Sites/tools	How/Where to's (experiences) - Examples: crabs/crabbing/fishing/trails/hikes		Example: Teacher resources	Example: brook trout/stream "critters"	Example: hunting/migration	DATA: oyst abundance
	CBP 2012 Data to be woven into storeis as appropriate / available						
Other CBP Stories	EC Mtg.	Fish	Bay Dead Zone	Agriculture	Weather/Runoff		
	2012 Prog Run/ Reduc Pollut						
Partner stories (examples)			NFWF Grants				

Remember this reflects:

- Only the news cycle
- Our news (there will be other partner stories)

# January 2013 publication

- Tell story of what “IS”
- Be clear, engaging,
- Positive in tone

