

Update: 2013 Communications Planning

November 5, 2012

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Chesapeake Bay Program
Science, Restoration, and Partnership

Purpose of Presentation

- Update: MB Decisions (Oct.14)
- 2013 CBP Communications strategy
- Continued efforts

Update: MB Decisions – Oct 14 mtg

- Decision: Agreed - CBP Comm Office should develop a more proactive plan for communicating stories in 2013.
 - Story releases will not wait on indicator data not submitted in a timely fashion.
- Decision: Agreed - CBP decide on the embargo of data on a case-by-case basis.
 - In general, data will not be embargoed unless leadership and the communications team decide there is a good reason to do so. If there is an embargo, no information will be shared either publicly or on the website until the embargo ends.
- Decision: Agreed - CBP Comm Office—with STAR support as needed—should continue to communicate relevant stories and information on topics of interest to the public.

About stories that are not based on CBP indicators.

- They allow us to better leverage & cross-promote news across the partnership
- In the case of this info, we are the conduit only
- Sometimes, it gives us a publicly relevant opportunity to make further use of our existing products.

Jul 31 2012
Star-Spangled Banner National Historic Trail now open
The Star-Spangled Banner National Historic Trail is open and ready for visitors. The 560-mile land and water route connects historic sites in Maryland, Virginia and the District of Columbia while telling the story of the War of 1812 in the Chesapeake Bay region.

One of 19 national historic trails administered National Historic Trail allows visitors to explore experiencing the places that bring to life the bicentennial celebration of the War of 1812, it introduces visitors to regional communities--B war.



Chesapeake Bay News

Jun 09 2009
Scientists Find Possible Link between Intersex Fish in Potomac, Shenandoah Rivers

U.S. Geological Survey researchers have found a possible link between intersex fish and fish kills and lesions on bass in the Potomac.

In a recently published study, USGS researchers showed that estrogen produced lower levels of a hormone called hepcidin. Hepcidin is suspected to act as an antimicrobial peptide in fish. Peptides are the first line of defense against disease-causing bacteria.

"Our research suggests that estrogen-mimicking compounds cause disease by blocking production of hepcidin and other immune responses against disease-causing bacteria," said Dr. Laura Robertson of the study.

The study showed that the estrogen blocked the production of hepcidin, giving more weight to the theory that estrogen or estrogen-mimicking compounds can cause intersex traits to appear in fish.

USGS researchers found intersex fish -- or fish with both male and female reproductive organs -- in the Potomac and Shenandoah rivers several years ago. Studies have shown that estrogen-mimicking compounds can cause intersex traits to appear in fish.

Because fish lesions, fish kills and intersex traits have been found to co-occur in the Potomac and Shenandoah rivers, USGS scientists are studying the role of estrogen-mimicking compounds in lesions and fish kills.

Birth control pills, hormone replacement therapy, and other sources of estrogen and estrogen-mimicking compounds in wastewater, as they are not removed by wastewater treatment.

Learn more about this USGS study.

Learn more about
this USGS study

Videos

Bay 101: Fish Kills



June 15, 2012

In this follow-up segment to Bay 101: Algae Blooms, we revisit Charlie Poukish of the Maryland Department of the Environment to

Communications – 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 not political*
 - We are all pulling in the same direction. The Bay is all one system .

2013 Planning Calendar

	WINTER			SPRING		
	DEC	JAN	FEB	MARCH	APRIL	MAY
	Focus: Winter / Hibernation			Focus: Spring / Emergence		
PRIORITY STORIES	Oysters		Underwater Grasses	Crabs	Fish	Wetlands
		<i>harvstg / aquacult</i>	<i>abundance data</i>	<i>winter dredge surv</i>	<i>shad data</i>	<i>types of wetlands</i>
		<i>restoratn (H.Crk)</i>		<i>economy of indus.</i>	<i>fish passage rest</i>	<i>wetlands data</i>
		<i>disease research</i>			<i>rockfish season</i>	<i>nutrient/sediment pollution</i>
		<i>abundance</i>				
SECONDARY STORIES		Yr End Wrap up		Trees	Bay cleanups	Planting season
				<i>tree industry</i>		<i>Plant More Plants</i>
						<i>gardening</i>
						<i>agric practices</i>
OTHER	EO Actn Plan		EO Prog. Report		EO Anniv.	
	TMDL Anniv		BMP Ver.		2012 Prog Run	
Undecided	Toxics	Land use /development	population	invasive species		

2013 Comm Calendar (cont'd)

SUMMER			FALL			WINTER
JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<i>Focus: Summer / Outdoors</i>			<i>Focus: Fall / Winding Down & Harvest</i>			
Recreation / Fun			Education	Stream Health	Waterfowl	TBD
<i>Public Access</i>	<i>How/Where to's</i>		<i>teacher resources</i>	<i>brook trout</i>	<i>hunting</i>	
	<i>catch crabs</i>	<i>hikes</i>	<i>CBP as ed. Tool</i>	<i>forests</i>	<i>history</i>	
	<i>fishing holes</i>	<i>experience</i>				
EC Mtg.	Fish	Bay Dead Zone	Agriculture	Runoff		
<i>restorat. Progress</i>	<i>menhaden mgt</i>	<i>DO & Clarity data</i>		<i>weather events</i>		
	<i>crabs mgt.</i>			<i>stormwater issues</i>		
	<i>rockfish mgt.</i>					
		NFWF Grants				

Ongoing

CBP will continue to work to:

- Better understand our audiences & sources
- Keep our messages simple (ie: using our indicators as the raw materials for our stories)
- Be “the” proactive source for news on the Bay
- Improve the way science is communicated
 - Both within CBP and sharing externally