



Chesapeake Bay Program

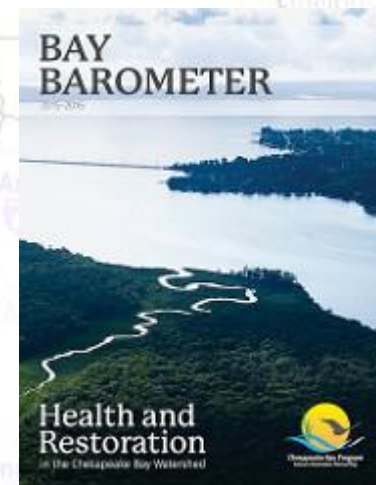
Communicating the Midpoint Assessment and Phase III WIPs

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CBP Communications Office

- **Communications Director**
 - Web Content Manager
 - Multimedia Specialist
 - Outreach Specialist
 - Communications Staffer
- **Communications Workgroup**





What do we need to communicate?

- **Decisions by Principals' Staff Committee**
 - **Midpoint Assessment**
 - **Phase III WIP Planning**





Audiences

- **Principals' Staff Committee**
- **CBP goal teams, workgroups and advisory committees**
- **Local governments, local elected officials**
- **State partners**
- **Watershed organizations**
- **Interested public**





What we need to know....

- What do YOU need to know?
- What do you need to educate your audiences?





Help!

- **What other audiences do you suggest we reach out to?**
- **Will you be a sounding board?**





QUESTIONS



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