

# Chesapeake Bay Program Communications

---

COMMUNICATING THE SCIENCE, POLICY AND DATA OF THE  
PARTNERSHIP THROUGH HIGH-QUALITY PRODUCTS, ENGAGEMENT  
AND OUTREACH

# Who is the CBP Communications Office?

---



Rachel Felver  
Communications  
Director



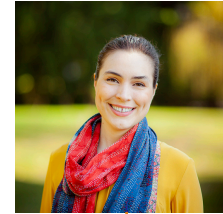
Jake Solyst  
Web Content  
Specialist



Will Parson  
Multimedia  
Manager



Caitlyn Johnstone  
Communications  
and Outreach  
Specialist



Marisa Baldine  
Communications  
Staffer

What do  
we offer?



# High-Quality Products

---

Web content

---

Infographics

---

Fact sheets

---

Physical products

---

Photos/Videos

---

Events

---

Articles

---

Media outreach

---

Social media

---

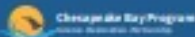
Presentations

---

# HOOKED ON CLEAN WATER

INVESTING IN CLEAN WATER KEEPS PENNSYLVANIA'S ECONOMY AND FISHERIES HEALTHY

A healthy fish population depends on clean water. Local planning decisions that prioritize sustainable development and land conservation are vital for a stable fish habitat, which provide economic and environmental benefits to the community. These decisions help decrease flooding, control erosion and reduce pollution flowing into local waterways. Access to clean water and healthy fisheries encourage people to contribute to the economy by purchasing fishing licenses, visiting local businesses and increasing tourism to the area.



**\$37 MILLION**  
STATE AND LOCAL  
TAX REVENUE



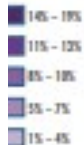
**\$417 MILLION**  
SPENT ON FISHING  
ANNUALLY



**6,358**  
JOBS SUPPORTED  
BY FISHERIES

Estimates based on data from the American Sportfishing Association

PERCENTAGE OF COUNTY  
WATERBODIES LISTED FOR  
BOATATIONAL FISHING



Source: 2014 Fishing License  
Sales Report (PA DEP) and Boatfishing  
Inventory (PA DEP)  
©2015 Pennsylvania Department of Environmental Protection

# Infographics and Fact Sheets

---

## FISH WARNING: Catch, Share & Prepare Responsibly



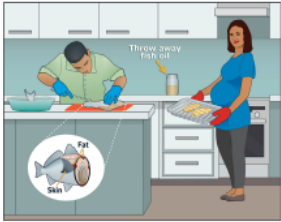
### Choose Safer Fish

Keep the fish species with less pollution.



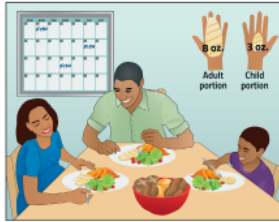
### Share Safer Fish

Polluted fish may cause cancer, developmental issues and other harm to pregnant women, children and adults.



### Prepare Fish Safely

Cut off the skin and fat before cooking. Discard the oil after cooking.



### Enjoy Fish Safely

Follow local advisories. Eat the suggested portion size. Do not exceed the suggested frequency.

# Infographics and Fact Sheets

---

## For Your Friends' and Family's Health

Go to [www.chesapeakebay.net/news/blog/where\\_can\\_i\\_find\\_fish\\_consumption\\_advisories](http://www.chesapeakebay.net/news/blog/where_can_i_find_fish_consumption_advisories) for more information about safe fish consumption where you live.





# Photos and Videos





# Media Outreach

---



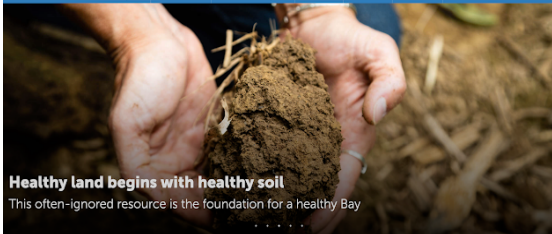
PRESS RELEASES



MEDIA EVENTS



MEDIA CALLS



### Healthy land begins with healthy soil

This often-ignored resource is the foundation for a healthy Bay

#### Chesapeake Bay News



November 02, 2019 in Photo of the Week

#### Outdoor cats ruffle feathers

Billions of birds are threatened by outdoor cats each year



November 01, 2019 in Features

#### Making way for the blueback's comeback

Efforts are underway to restore the endangered herring's population



October 23, 2019 in Photo of the Week

#### Owl myths to keep you up at night

Ducks have been featured in our scary stories for centuries

[More News >](#)

### Chesapeake Bay Watershed Agreement

In 2014, our partners signed the Chesapeake Bay Watershed

In the News > Recent News > Chesapeake Bay water quality inches toward a new record

## Chesapeake Bay water quality inches toward a new record

While Bay waters are the healthiest they've been since 1985, restoration challenges remain



The Horseshoe Point, the ACEC (Photo: Scott Smith, Systems, West Coast and Potomac River at Charles County, MD, on June 6, 2018. Photo by Ryan/Chesapeake Bay Program)

By Rachel Fisher

March 8, 2018

Primary data indicates that the water quality of the Chesapeake Bay and its tidal tributaries has reached a record high: an estimated 62 percent is now considered to meet clean water standards. This is a slight improvement over the previous record high of 60 percent reported in 2017. While there is still a long way to go before reaching 100 percent attainment, Chesapeake Bay Program reports are cautiously optimistic by the program.

In a 2018 article published in Science of the Total Environment, researchers observed "positive and statistically significant trends" in the Bay's water quality since monitoring began in 1985. They found that water quality improved at a more considerable rate in the short term, averaged during the 2014-2018 period, in comparison to long-term trends measured from 1985-2016. This suggests that efforts of our 35-year-old partnership to reduce nutrient pollution in the Chesapeake Bay watershed is helping to improve water quality, and the Bay is showing more resilience to the impacts of extreme weather.

"Everyone who contributed to the new research published in the Science of the Total Environment was excited to find that the Chesapeake Bay achieved its highest scores in water quality standards attainment since 1985, and that the long-term improvement was closely linked to the reduction of nitrogen loads from the watershed," said Dr. Guo-Zheng, one of the report's lead authors from the University of Maryland Center for Environmental Science and a Watershed Effectiveness Data Analyst with the Chesapeake Bay Program.

Further evidence to support this research was published in 2018 in the Proceedings of the National Academy of Sciences, when Bay Program experts linked the increase of underwater grasses to actions taken under the Chesapeake

# Web Content

## Follow these tips to safely enjoy your catch.

1. Follow posted local fish consumption advisories.
2. Fillet fish and remove any skin and fat. Toxins can concentrate in these areas.
3. Discard cooking oil after use.
4. Enjoy fish in moderation.

Learn more at:

[www.chesapeakebay.net/issues/chemical\\_contaminants](http://www.chesapeakebay.net/issues/chemical_contaminants)



## Spicy Pan Seared Fish Recipe

### INGREDIENTS

2 fish fillets  
2 tablespoons avocado oil  
1 teaspoon salt  
1/2 teaspoon black pepper  
1 teaspoon cayenne pepper  
Lime juice to taste

### DIRECTIONS

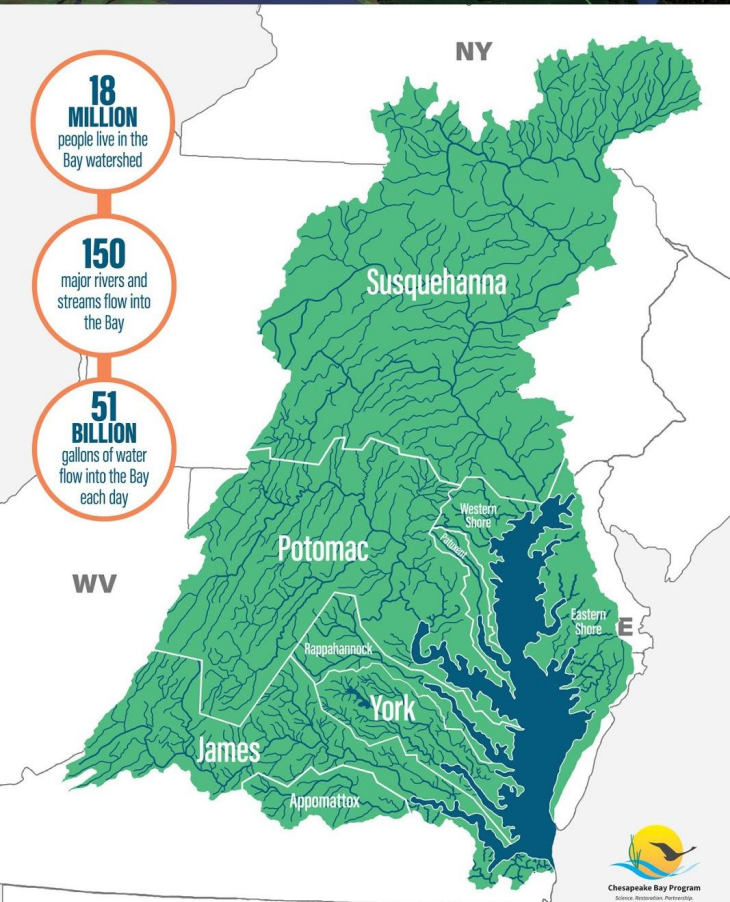
Heat oil in a pan. Combine salt, black pepper and cayenne pepper in a bowl. Generously rub the spice mixture on both sides of the fish. Cook about 3-5 minutes on each side depending on the thickness of the fillet. Remove from heat and drizzle with lime juice.



# Physical products

---

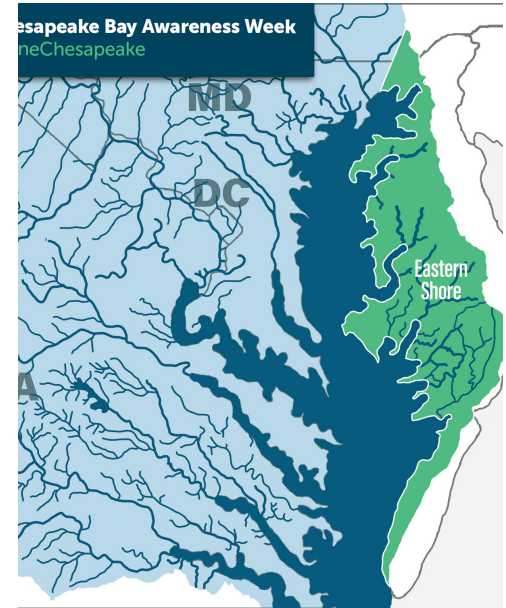
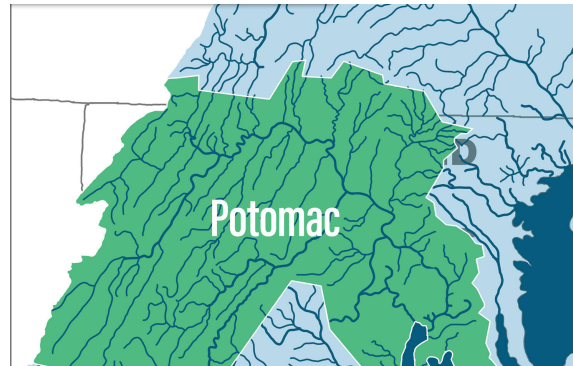
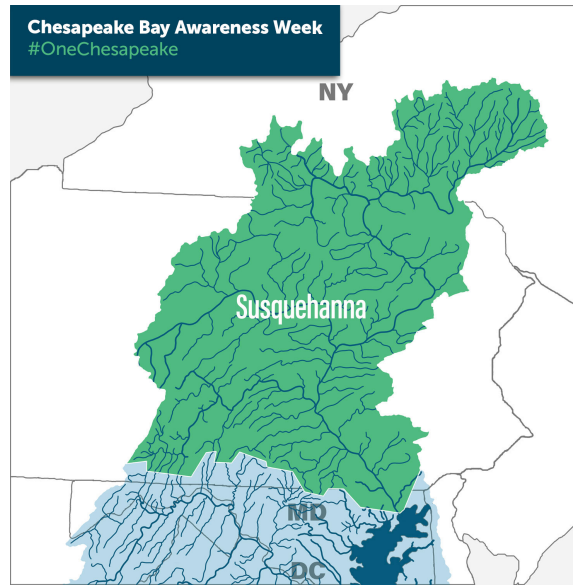
# HOW AM I CONNECTED TO THE CHESAPEAKE BAY?



# Physical products

---

# Web Content





## Articles without reports

[Increasing temperatures threaten Chesapeake wildlife:](#)

*Warmer air and water impact habitat and wildlife, causing species to shift their range*

# STAC Reports

# Articles

- 
- Microplastics in the Chesapeake Bay and its Watershed: State of the Knowledge, Data Gaps, and Relationship to Management Goals
  - Establishing Multifunctional Riparian Buffers: How do we accelerate riparian buffer plantings across the Chesapeake Bay with the greatest economic, social and environmental impacts?
  - Understanding and Explaining 30 Years of Water Clarity Trends in the Chesapeake Bay's Tidal Waters
  - Integrating Science and Developing Approaches to Inform Management for Contaminants of Concern in Agricultural and Urban Settings
  - Assessing the Environment in Outcome Units (AEIOU): Using Eutrophying Units for Management
- [Small plastics are a big problem](#)
  - [What's in a tree? Oxygen, food, clean water and money](#)
  - [Planting buffers for the future](#)
  - [A look back at 30 years of water clarity](#)
  - [A cocktail of contaminants in Chesapeake waters](#)
  - [Finding a better way to track nutrients in the bay](#)
-

# Articles and Social Media

---

- Plastics
- Buffers
- Water clarity
- Contaminants



Within the first month after each was shared, articles on these four reports alone garnered:

- ◆ ~20k views across FB and Twitter
- ◆ ~200 shares across FB and Twitter



# Expertise



Review



Edit



Strategic planning



Advice on communications, outreach and engagement efforts.



Meeting attendance

# Communications Workgroup

---

- Fostering cross-jurisdictional communication among CBP partners.
- Provides targeted messaging, products and engagement.
- Offers expert advice to address the communications needs for all CBP GITs, workgroups and advisory committees.
- Regular communications training to members.

What does the Communications Workgroup offer?

# Communications Workgroup

---

Membership that spans the watershed:

- Gregg Bortz, Chair, Maryland Department of Natural Resources
- Rachel Felver, Coordinator
- Marisa Baldine, Staffer



Monthly meetings



Round robin of communications efforts and rising science needs



Shared messaging



Public relations with critical audiences



Media tool kits

So, remember....!

# Engage with communications!

---

Do you have....

- New information?
- Discoveries?
- Research papers?
- Reports?



Then reach out to the Communications Office so we can make sure your science reaches the appropriate audience!



# Questions?

- ★ **Rachel Felver**  
Communications Director  
[rfelver@chesapeakebay.net](mailto:rfelver@chesapeakebay.net)
- ★ **Caitlyn Johnstone**  
Outreach and Communications Specialist  
[cjohnstone@chesapeakebay.net](mailto:cjohnstone@chesapeakebay.net)
- ★ **Jake Solyst**  
Web Content Specialist  
[jsolyst@chesapeakebay.net](mailto:jsolyst@chesapeakebay.net)
- ★ **Will Parson**  
Multimedia Specialist  
[wparson@chesapeakebay.net](mailto:wparson@chesapeakebay.net)
- ★ **Marisa Baldinem**  
Communications Staffer  
[baldinem@chesapeake.org](mailto:baldinem@chesapeake.org)