

**903R88109**

**Baywide  
Communication  
Plan**

U.S. Environmental Protection Agency  
Region III Information Resource  
Center (3PM52)  
841 Chestnut Street  
Philadelphia, PA 19107

**Chesapeake  
Bay  
Program**

**Agreement Commitment Report**

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May 1988

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# Baywide Communication Plan

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An Agreement Commitment Report from  
the Chesapeake Executive Council

U.S. Environmental Protection Agency  
Region III Information Resource  
Center (3PM52)  
841 Chestnut Street  
Philadelphia, PA 19107

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Annapolis, Maryland  
May 1988

## ADOPTION STATEMENT

We, the undersigned, adopt the **Bay-wide Communication Plan**, in fulfillment of Public Information, Education and Participation Commitment Number 3 of the 1987 Chesapeake Bay Agreement:

*"...by May 1988, to develop a unified, Bay-wide communication plan."*

The Plan includes identification of the constituencies for which information efforts are being developed, specifies priority constituencies for 1988, outlines coordinated projects for 1988 and the future, outlines the present process of public involvement in the development and implementation of Agreement commitments, provides a Bay-wide calendar of events, and provides a list of present and planned information materials for use throughout the Bay region.

In accepting this Plan, we call upon the participants in its implementation to review, evaluate, and revise it annually, and to report to the Executive Council on its execution.

We pledge to continue to provide the resources necessary to implement the Plan and thus ensure provision of public information, education, and opportunities for citizens of the Bay region to participate in decisions affecting the future of Chesapeake Bay and its living resources.

For the Commonwealth of Virginia

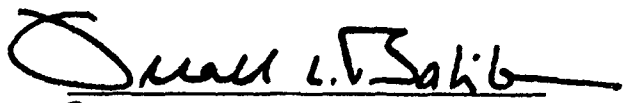




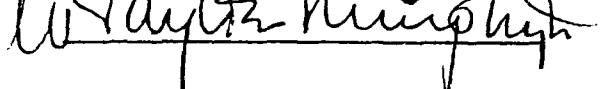
For the State of Maryland

For the Commonwealth of Pennsylvania

For the United States of America

For the District of Columbia

For the Chesapeake Bay Commission

## BAYWIDE COMMUNICATION PLAN

Broad public support is essential to sustain the long-term effort necessary to restore the quality and productivity of the Chesapeake Bay. This support will depend in large measure on people's recognition of the Bay's problems, their familiarity with programs established to solve those problems, and their understanding of the difficulties inherent in bringing about positive changes in the complex Chesapeake ecosystem.

In recognition of the need to increase public awareness and participation, the 1987 Chesapeake Bay Agreement committed signatories to:

- o conduct coordinated education and information programs to inform the general public, local governments, business, students, community associations and others of their roles, responsibilities and opportunities in the restoration and protection effort, and to promote public involvement in the management and decision-making process.
- o provide for public review and comment on all implementation plans developed pursuant to this Agreement.
- o by March 1988, to develop State and Federal communication plans for public information, education and participation, and by May 1988, to develop a unified, Baywide communication plan.
- o promote Chesapeake Bay restoration efforts by establishing an annual Baywide series of Chesapeake Bay Watershed Awareness events, to include a Governor's Cup Fishing Tournament.

The District of Columbia, Maryland, Pennsylvania and Virginia developed individual communication plans, as did the following Federal agencies: Environmental Protection Agency (EPA), Fish and Wildlife Service (FWS), Soil Conservation Service (SCS), Department of Defense (DoD), Army Corps of Engineers (CoE), and National Oceanic and Atmospheric Administration (NOAA). The U.S. Geological Survey (USGS) is also a participant in the Bay Program but did not develop a communication plan because its contributions are in the form of data and publications alone. Two other Federal agencies newly participating in the Bay Program, the Forest Service (FS) and National Park Service (NPS), also are developing communication plans. A Forest Service Chesapeake Bay Task Force has completed a draft plan based on benefits forestry can provide for the Bay.

This Baywide Communication Plan draws upon and expands upon the State and Federal communication plans. In keeping with the Bay Agreement goal of "increased opportunities for citizens to participate in decisions and programs affecting the Bay," the plan also includes a comprehensive process to assure adequate opportunity for the public to take part in the development and review of strategies called for by the Bay Agreement.

## INFORMATION AND EDUCATION EFFORTS

### THEMES AND MESSAGES

The Executive Council's 1986 Communications Strategy provided a sound foundation for the new communications plans. The target constituencies identified in the 1986 Strategy remain as primary audiences to be reached in carrying out new public information and education initiatives. Information disseminated since the Bay Program began provides a base upon which to build expanded education efforts.

The specific commitments that are part of the 1987 Bay Agreement facilitate the development of communications plans linked in content and timing to Bay Program initiatives scheduled through 1988 and beyond. These specific communications initiatives will be anchored to certain broad themes that provide a balanced perspective on the Bay Program, enhancing public understanding of the difficulties to be overcome as well as the gains to be achieved. The general themes:

- o Government, industry, agriculture, other groups, and the public as a whole share responsibility for the decline of the Bay, and all must join in restoration initiatives if these efforts are to succeed.
- o The 1987 Bay Agreement commits participants to specific actions to restore and protect the Bay, but it will be many months or years before these steps produce positive results.
- o The public will be offered expanded opportunities and encouraged to participate fully at every level in program and policy decision-making affecting the Bay.
- o Cleanup of the Bay will directly benefit a wide array of interest groups in addition to contributing to the economy, the recreational potential, and the ecological health of the Bay basin as a whole.

### MEDIA

Newspapers and the broadcast media are traditional means of disseminating information widely, but many other channels of communication also will be utilized to reach the large and diverse audiences of the Bay basin. Media selection will vary, depending on the specific message and the target audience. The varied media available include:

- o Daily/Weekly/Neighborhood Newspapers
  - news releases
  - feature articles
  - op-ed pieces
- o General circulation magazines, professional journals and trade periodicals
  - stories
  - professional papers
  - expanded news releases

- o Television
  - news releases
  - public service announcements
  - news mini-docs
  - public affairs talk shows
- o Radio
  - news releases
  - public service announcements
  - talk show participation
- o Press briefings/workshops
- o Periodicals/publications of Alliance for the Chesapeake Bay
- o Organization newsletters
- o Corporate house organs
- o Publications
  - brochures
  - fact sheets
  - reports
  - posters
  - classroom aids
  - annual reports
  - technical reports
  - Agreement commitment documents
- o Slide/Videotape presentations
- o Exhibits
- o Talks to groups
- o Curricula or curriculum units
- o Site visits
- o Conferences
- o Participation in Bay area events

Effective use of information and education materials will depend to a large extent on the help and cooperation of many organizations and individuals outside the Bay Program--business, industry, educators, environmentalists, civic groups, etc. The jurisdictions and Federal agencies will be working with such organizations on a continuing basis to improve the cost-effectiveness of Bay Program communications.

#### CONSTITUENCIES

In addition to the public as a whole, 23 groups have been identified as primary audiences whose cooperation is important to the achievement of Bay Agreement goals. The 24 priority audiences are:

1. General Public
2. Homeowners
3. Garden Stores/Lawn Services
4. Landscape Architects
5. Environmental/Conservation Groups
6. Educators grades k-12/Youth Group Leaders
7. Federal Legislators
8. Key State Legislators
9. County, city, and town decision-makers and staffs

10. Local government units
11. Sportsmen's Groups
12. Boat owners/Marina Operators
13. Watermen
14. Tourist Industry
15. Farmers
16. Agribusiness
17. Agricultural chemical firms and distributors
18. Researchers/technical community
19. Industry
20. Construction/development firms
21. Boards of Realtors
22. Financial Community
23. Media
24. Government agencies part of the Bay Agreement (MD, PA, VA, DC, EPA, SCS, NOAA, USGS, DoD, CoE, FWS, FS, NPS, the several regional agencies and all who participate through membership on subcommittees and advisory groups).

Each of these audiences is important to the success of the Bay Program though the choice of constituencies targeted in individual State or agency communication plans, as well as the Baywide plan, may vary to match specific program priorities. During the current year coordinated, Baywide information activities will focus on the general public, the print/broadcast media, youth, and the agricultural community. These audiences have been selected for priority attention Baywide for the following reasons:

General Public. Citizen awareness of the Chesapeake Bay Program has increased in recent years but the signing of the new Bay Agreement in December heightens the need for broader public understanding. The new Agreement includes numerous goals, objectives and commitments whose attainment will depend on strong and continuing support from the public as a whole. In addition, the Agreement commits participating jurisdictions to an increased level of public involvement and participation in Bay Program decision-making.

Print/Broadcast Media. The 1987 Agreement includes a series of deadlines for the achievement of specific commitments. These milestones are natural opportunities for informing the press, and thereby the general public, of progress in implementation of the Agreement. In addition, other achievements that contribute to the restoration of the Bay should be brought to public attention as they occur. Advance planning and coordination are essential to ensure that these opportunities are fully utilized.

EPA's Chesapeake Bay Liaison Office (CBLO) will be the focal point for this effort, planning and organizing information activities to be carried out during the development of implementation proposals, at the time of their release for public review, and subsequent action through final approval by the Executive Council. Each State will designate a representative to work with CBLO in accomplishing the communications responsibility. Bay Program work groups developing implementation proposals and strategies will

cooperate with CBLO in developing specific plans for the timely dissemination of information to the public and other target audiences.

Youth. Emphasis on this audience in the Baywide Communication Plan reflects the attention each of the major Bay jurisdictions is giving to programs and projects involving students, schools and educators. The effort to inform young people about the Bay ecosystem is crucial because of the long-term nature of the cleanup program.

Youth-oriented activities in the Bay basin are varied and extensive. Virginia reaches 20,000 students and 800 teachers a year through a traveling teacher team funded under NOAA's Sea Grant program. Pennsylvania is providing curriculum or other information materials for all grade levels and specialized programs for vocational students in agricultural programs. The District of Columbia plans to implement an "adopt a lot" or "adopt a stream" program for students. Maryland's Department of Education is providing funds to help schools develop curricula promoting student involvement in the Bay restoration program.

A Baywide focus can increase the effectiveness of these and other educational programs activities by providing a mechanism for a continuing interchange of methods, materials, and results achieved.

Agriculture. The agricultural community is a focus for communication activities because the cooperation and participation of farmers are essential elements in the effort to achieve a 40 percent reduction in levels of nutrients reaching the Bay. Unlike point sources, which are more readily identified and generally subject to existing regulatory and enforcement programs, agricultural nonpoint sources are diffuse and multiple channels of communication must be utilized Baywide to reach the farm community in an effective way.

The many programs already in progress at the State and local level to encourage adoption of agricultural "best management practices" that benefit water quality will be identified and tracked under the Baywide Communication Plan to facilitate sharing of information materials and techniques and a continuing comparison of the results achieved. The Soil Conservation service, which works closely with each of the States, will continue to provide information materials useful throughout the Bay basin as well as initiating efforts to interest mass-circulation publications in disseminating Bay-oriented information.

Another audience, local government units, will become increasingly important in coming months in conjunction with implementation of commitments under the Population Growth and Development provisions of the 1987 Bay Agreement. A panel of experts is to report by December 1988 on population growth and land development patterns anticipated in the Bay region through the year 2020, and the environmental implications of these changes. In addition, the Agreement calls for the adoption by January 1989 of development policies and guidelines to reduce adverse impacts of growth upon the Bay. A comprehensive communication effort will be necessary to inform local government officials of the panel's findings and to explain the rationale underlying development



policies and guidelines. The Baywide Communication Plan also will be amended as necessary to support the strategy now being developed by the Local Government Advisory Committee to expand local government participation in the Bay Program.

Other audiences likely to be the focus of near-future Baywide communication activities are construction/development firms, realtors, and homeowners.

#### **COORDINATION OF THE BAYWIDE COMMUNICATION PROGRAM**

A Communications Work Group, which includes representation from each agency participating in the Baywide Plan, will meet regularly to track implementation of the overall information, education and public involvement program. The work group also will consider changes in priorities that may be appropriate because of progress or problems in implementing Bay Agreement commitments overall, evaluate the effectiveness of ongoing information and education activities, and initiate new projects as necessary to support Bay Program developments. The group also will support other Agreement implementation panels, providing communications expertise and other assistance that may be needed to ensure that the public is fully informed and offered opportunities to participate in the Bay Program.

Each jurisdiction and agency participating in the Bay Program tailors public information and education activities to its own mission. The Baywide Communications Plan serves as a tool for coordinating those activities to assure the overall effectiveness of information/education efforts, to facilitate joint planning and implementation of projects, and to minimize duplication of effort. The following activities are being initiated under the Baywide Plan to support these goals:

Calendar of Events. Each jurisdiction has identified annually recurring events which have the potential of providing a tie-in to the Bay education and information program. A list is attached as Appendix A. Individual agencies will use the list as a guide to opportunities for the display of exhibits or other educational presentations.

Events listed include the first Governors' Cup Chesapeake Bay Fishing Tournament, which will be conducted July 29-31, 1988, fulfilling one of the specific commitments of the 1987 Agreement. The Communications Work Group will screen other events as a step toward establishing the series of annual Bay Watershed Awareness activities called for in the Agreement to promote Bay restoration efforts.

To encourage new linkages with the Bay Program, events sponsors will be invited by letter this fall (1988) to adopt a Chesapeake Bay theme as a central focus in their planning for 1989 or, as an alternative, to incorporate into the particular event some other tie to the Bay Program.

Information Materials Catalog. The catalog will list and describe print and audiovisual information materials related to the Chesapeake Bay and the restoration program. It will serve as a planning tool for agency

communications specialists as well as providing a resource guide for students, teachers, citizen organizations, and the general public.

Media Mailing Lists. The Communications Work Group will coordinate development of mailing lists targeting suburban and rural weeklies and neighborhood newspapers which can provide an effective "grass roots" channel for the dissemination of information about the Bay and restoration programs.

Information Materials Data File. The catalog project described above will be supported by a computerized data file on resource materials which is being developed by the Fish and Wildlife Service. Using data provided by State and Federal Agencies, the file will provide a feasible means of updating resource information as well as facilitating retrieval of listings by title, topic, audience, or agency.

Speaker's Guide. A source of background information and program updates, the Guide will be designed for the use of those who regularly speak on the Bay Program. It will be produced in a format that will accommodate periodic updates as implementation of the Bay Agreement proceeds and other new information becomes available through monitoring, research, or program experience.

Information Exchange. The Communications Work Group will establish a system for the exchange and distribution of newly developed information materials to facilitate broader use and to promote the dissemination of creative concepts and presentations. Contact persons will be identified in each participating agencies in order to assure that materials for schools, farmers, or other target audiences reach the appropriate office in counterpart agencies in the Bay basin.

Some of the information products that can be used or readily adapted for use by multiple agencies are listed in Appendix B.

The Communications Work Group endorses and will encourage broader use of the Chesapeake Bay Program logo (see illustration) which was adopted by the Implementation Committee in spring of 1987 to provide a unifying graphics device for use on print materials, signs, etc. The logo appears on CBP technical reports and other publications (including Agreement Commitment fact sheets), and is used by a number of state and federal agencies in combination with their own logos. Other agencies plan to include the logo on future publications.



Agencies participating in the Baywide Communication Plan recognize that adequate funding is essential to carry out an effective information and education program and they will seek such support both in their own budgets and, as appropriate, from private organizations. The Communications Work Group will continue to explore possibilities for Baywide cooperative projects, including the feasibility of joint funding for projects such as the

production of television public service announcements or other information initiatives that may be beyond the budgetary means of one agency alone.

Effective implementation of the Baywide Communication Plan also will require close coordination on a continuing basis with the Implementation Committee, advisory committees (Citizens Advisory Committee, Scientific and Technical Advisory Committee, Local Government Advisory Committee), subcommittees and other work groups to keep abreast of progress toward the fulfillment of Bay Agreement objectives and commitments. The EPA Chesapeake Bay Liaison Office will maintain a consolidated record of Agreement implementation activities.

Communication plans of the major jurisdictions and agencies participating in the Bay Program are through the contact persons listed below.

#### DEVELOPMENT OF THE BAYWIDE COMMUNICATION PLAN

The draft Baywide Communication Plan circulated in April has been substantially revised and improved in response to comments and suggestions from the Executive Council's Citizens Advisory Committee and Principal Staff Committee and other organizations and individuals. Major changes include the addition of the Calendar of Events and the listing of projects and activities that can be utilized Baywide, an expanded description of constituencies designated as priority audiences now and in the months ahead, steps that will be taken to inform the public of actions to implement the Bay Agreement, and further definition of the role of the Communications Work Group in overseeing, evaluating, amending and reporting on the Baywide communications program.

Members of the public who have questions or suggestions in regard to Chesapeake Bay Program information and education activities may contact any member of the Baywide Communications Work Group. Membership of the Work Group as of May 31, 1988, included:

#### STATES:

Patsy Harden  
Department of Consumer  
and Regulatory Affairs  
Room 605  
613 G Street N.W.  
Washington, DC 20001  
202/727-7125

Helene Tenner  
Department of Natural Resources  
Tawes Building, B-3  
Annapolis, MD 21401  
301/974-3382

Ann Regn  
Council on the Environment  
903 9th Street Office Building  
Richmond, VA 23219  
804/786-4500

Anne Swaim  
PA Bay Education Office  
121 South Street  
Harrisburg, PA 17101  
717/236-1006

**FEDERAL AGENCIES:**

Peter Boice  
Department of Defense  
206 N. Washington Street  
Alexandria, VA 22314  
202/325-2214

Harold Clingerman  
U.S. Army Corps of Engineers  
P.O. Box 1715  
Attn: CENABPA  
Baltimore, MD 21203  
301/962-4616

Pat Bonner  
EPA Chesapeake Bay Program  
410 Severn Avenue  
Annapolis, MD 21403  
301/266-6873

Steve Funderburk  
U.S. Fish and Wildlife Service  
1825 Virginia Avenue  
Annapolis, MD  
301/269-5448

Frederick E. Bubbs  
USDA Soil Conservation Service  
Box 985, Federal Building  
Harrisburg, PA 17108  
717/782-2290

Bess Gillelan  
NOAA/EPO  
1825 Connecticut Ave., N.W.  
Universal Building  
Washington, DC 20235  
202/673-5243

**PUBLIC INVOLVEMENT IN IMPLEMENTING THE CHESAPEAKE BAY AGREEMENT**

In addition to providing information about Bay programs and activities, and creating expanded educational opportunities, the 1987 Chesapeake Bay Agreement pledged that the signatories would provide for public review of implementation strategies. Participation in policy development will be achieved through a variety of mechanisms within each jurisdiction. The Executive Council's Citizen Advisory Committee will continue to review, comment and provide advice to the Council and Implementation Committee throughout the life of the Agreement. (See organization chart.) Each jurisdiction has advisory committees which focus on the Bay and the Bay Agreement.

This section of the Baywide Plan outlines the process that has been adopted by the Implementation Committee to be followed in order to assure participation in the development and review of the Baywide strategies called for in the Agreement. The process was tested during the development of the first set of Agreement commitments in spring 1988, and subsequently modified.

The review process was constructed with several criteria as its basis:

1. Legal requirements for adequate public notice must be met;
2. Informational pieces to alert the interested public about the content of strategies as well as the procedural aspects of the review process must be developed;
3. Opportunities for comment must be created and advertised; and

4. Documentation of the responses to comments must be prepared.

The emphasis of this section of the Baywide Plan is on reviewing the strategies and plans after they have reached the stage of having individual jurisdiction or Federal agency pieces combined into a regional first draft. This should not suggest, however, that the initial steps taken within each jurisdiction -- assessment of issues, development of options, and refinement of state strategies -- should be done without the benefit of public comment. Review of the composite strategies should proceed more smoothly if individual pieces have been thoroughly discussed within each jurisdiction at a very early stage in their development. Each state is individually responsible for working with its advisory committees, interest groups and the public within its borders as it develops the preliminary sections of each regional plan. Each Federal agency also is responsible for initiating public review of discrete components to a Baywide strategy, unless the agency decides that its component piece will be part of the 30-day review process because it has no resources to carry out a separate review.

#### PROCESS COMPONENTS

The strategy for providing public information and opportunities to comment on the Bay Agreement commitment proposals has the following components:

1. Provide quick turn-around of information to a core network of people representing major organizations and interested media by using the "Baybriefs" publication of the Alliance for the Chesapeake Bay (ACB). Baybriefs will be written and distributed by the ACB on an as-needed basis, and will include information on meeting dates, availability of draft documents, and synopses of each of the strategies. Readers also will be invited to have their names included on an Agreement Implementation mail list if they wish to receive draft documents and related information materials as they become available.

Baybriefs will be in a format and at a level of detail to encourage recipients to include its information in their own newsletters and to otherwise circulate it. Information contained in Baybriefs will be provided by the individuals who have been designated as leads by the Executive Council and the Implementation Committee for the development of Agreement commitment proposals.

2. Provide more detailed synopses of the content of the draft strategies at the beginning of the public comment period. This will be accomplished through the publication "Citizen Report," the ACB newsletter, which has a circulation of 15,000. The newsletter will attempt to present information on first drafts in enough detail to enable readers to determine which documents they wish to review in detail. The Citizen Report will also list the name and telephone number of a contact person in each jurisdiction, the EPA and ACB so that individual requestors can inquire about the location of the nearest library which has Agreement commitment documents. In addition, a fact sheet will be developed on each document as expeditiously as possible.

The newsletter will also provide timely information on the locations and dates of public meetings which will occur during the 30-day review period. The Citizen Report will be prepared and produced by the ACB, financed through its grant from the Chesapeake Bay Program.

3. Provide "official" public notice of the availability of the draft documents through the Federal Register. This task will be performed by the EPA Chesapeake Bay Liaison Office (CBLO). The notice will include the places, dates and times of the public meetings and contact names and telephone numbers.
4. Provide notice of public meetings and the availability of draft documents and fact sheets in local papers within each jurisdiction. Publicize the availability of draft documents through development of news releases. CBLO and EPA Region III Public Affairs Office staff will prepare, underwrite and distribute the legal notices and releases.
5. Ensure draft documents are available to the public for review. Using a list of libraries selected by the Public Information Officers in each jurisdiction responsible for coordinating Chesapeake Bay outreach activities, CBLO will distribute copies of the commitment document drafts to libraries throughout the region. Copies will also be sent to members of the Citizens Advisory Committee, the Scientific and Technical Advisory Committee, the Local Government Advisory Committee, and private organizations and individuals who have asked to be included on the Agreement Implementation mailing list.
6. Provide opportunities for public comment. At least one public forum will be scheduled in each jurisdiction during the 30-day review period. These meetings will be co-sponsored by Bay-related advisory committees and other interested organizations. The administrative support necessary to provide these opportunities will be performed by staff of the ACB. Publicity will be provided through Baybriefs, Chesapeake Citizen Report, legal notices and news releases. The releases will be sent to organizations for use in their newsletters. All publicity will encourage comments in written form.

The meetings will be structured to ensure that participants have the opportunity to do two things:

- a) receive concise information summarizing each strategy, and
- b) offer comments on the draft strategies.

Meetings will be held in central locations convenient for the public.

7. Provide to the Executive Council and Implementation Committee detailed comments on each draft strategy from the Citizens Advisory Committee. The CAC has organized itself into several work groups to facilitate tracking of the Agreement commitments and their implementation. Individuals have volunteered to be responsible for staying abreast of one or more commitments.

During the course of strategy development, CAC members will attend working meetings as appropriate and they will also attend the public forum in their state. The CAC will schedule a working meeting during the 30-day review period to compile committee comments which the chairman will then transmit to the Implementation Committee. The CAC meeting will be open to the public and will provide additional opportunity for citizen comment.

8. Provide the public with a record of how comments were taken into account in the redrafting of the strategies after the 30-day comment period. This "responsiveness summary" will be prepared by EPA's CBLO and will be made available to those who request it. The summary will document the sources of comments, include a brief synopsis, and describe the response of the drafting group, or how the strategy document was modified.

CBLO will log in all comments received, copy them, log out the comments, and provide them to the drafting group chairman for response. Responses will be logged in and summarized for the record.

The eight components described above will occur in approximately a three month period. As soon as an individual strategy or set of products is finalized and approved by the Executive Council, the process will begin again for another set of Agreement deliverables.

The following summary schedule will apply:

TASK	TIME FRAME
1. Workgroup organization, preparation of outlines, development of individual state/federal agency drafts	Months 1, 2, and 3
2. Mail first drafts to committees libraries and interested public	End month 3
3. Review by Governors' staffs, other participants	End month 3
4. 30-Day Public review period begins	End month 3--End month 4
5. Public review meetings	First three weeks month 4
6. Citizens Advisory Committee meeting & public meeting	End month 4
7. Drafting groups revise strategies based on public comments	End month 4--mid month 5
8. Second drafts completed	Mid month 5

for Implementation Committee  
final review

- |   |                |
|---|----------------|
| 9. Implementation Committee reviews<br>modifies, approves final drafts<br>and recommends to Governors'<br>staffs; accepts "responsiveness<br>summary" | End month 5    |
| 10. Governors' staffs review, direct<br>final changes, provide to<br>Signatories with recommendation<br>for approval                                  | Early month 6  |
| 11. Executive Council approves  | End of month 6 |
| 12. Repeat cycle for new commitments<br>series  |                |

As implementation of the Bay Agreement proceeds in the months ahead, the public review process described here will be modified as necessary to effectively serve the Agreement goal of broad citizen participation in the Bay restoration program.



## **APPENDIX A**

### **Baywide Communication Plan**

#### **CALENDAR OF EVENTS**

The 1987 Bay Agreement includes a commitment to promote restoration efforts "by establishing an annual Baywide series of Chesapeake Bay Watershed Awareness events, to include a Governors' Cup Fishing Tournament."

This appendix lists events scheduled for the current year in the Bay watershed. It will be updated as schedules become available for 1989. The Calendar will serve as a guide to agencies that may want to schedule exhibits or otherwise participate in specific events. It also is an initial step toward meeting the commitment cited above.

Events scheduled for this year include the first annual Governors' Cup Fishing Tournament, which is to take place July 29-31.

# CALENDAR OF EVENTS

## JANUARY/FEBRUARY

EVENT	LOCATION	DATES IN 1988	CONTACT
Pennsylvania Farm Show	Harrisburg	Jan. 10-15	Horace Mann Farm Show Complex 2301 N. Cameron St. Harrisburg, PA 17110 717/787-5373
Boat Show	Philadelphia	Jan 30-Feb. 7	Jim Raneiri Natl. Marine Manufacturers Assn. 353 Lexington Ave. New York, NY 10016 212/449-9910
Chinese Lunar Festival	Chinatown, H St. between 5th and 8th Sts. NW, DC	February	Dierdre Daly D.C. Committee to Promote Washington
Mid-Atlantic Sport and Boat Show	Virginia Beach, VA	Feb. 6-14	John Taylor 150 W. Brambleton Ave. Norfolk, VA 23501 804/446-2070
Easter Sports, Boat, Camping and Outdoor Show	Harrisburg	Feb. 6-15	Bruce Goldweitz P.O. Box 35 Boston, MA 02117 617/536-8152
Central PA Sports and Recreation Show	Altoona, PA	Feb. 26-28	Chick Ellis P.O. Box 1984 Altoona, PA 16603 814/944-4033
PA Home Builders Show	Harrisburg	Feb. 27-March 6	Public Relations Dept. P.O. Box 4097 Harrisburg, PA 17111 717/657-1310

**MARCH**

<b>EVENT</b>	<b>LOCATION</b>	<b>DATES IN 1988</b>	<b>CONTACT</b>
<b>Philadelphia Flower Show</b>	Philadelphia	March 6-13	Lisa Stephano PA Horticultural Society 325 Walnut Street Philadelphia, PA 19106 215/625-8250
<b>Spring Farm Sale</b>	Kempton, PA (Berks County)	Mid-March	Russ Henry P.O. Box 42 Kempton, PA 19529 215/765-6030
<b>Pittsburgh Home and Garden Show</b>	Pittsburgh	March 18-27	John DeSantis 1000 Greentree Road Pittsburgh, PA 15220 412/921-1343
<b>National Wildlife Week Celebration. Special programs and "up-close" animal presentations.</b>	Newport News, VA	March 19-26	Andrea Deveikis 524 J.Clyde Morris Blvd. Newport News, VA 23601 804/595-1900
<b>National Agriculture Day</b>	Nationwide/ Basinwide	March 20	Anne Sieling MD Dept. of Ag. 50 H.S. Truman Pkwy. Annapolis, MD 21401 301/841-5882

**APRIL**

<b>EVENT</b>	<b>LOCATION</b>	<b>DATES IN 1988</b>	<b>CONTACT</b>
<b>Daffodil Festival.</b> Tours of fields, live entertainment, arts and crafts.	Gloucester, VA	April 2	Carol Steele P.O. Box 157 Gloucester, VA 23061 804/693-2355
<b>Decoy Carver Festival.</b> Carvers compete, food.	Chincoteague, VA	April 2-3	Nicki West Chamber of Commerce Chincoteague, VA 23336 703/882-3018
<b>Chesapeake Bay Foundation Art Show</b>	Annapolis	April 8-17	Elizabeth Buckman 33 East Street Annapolis, MD 21401 301/268-8816
<b>Soil and Water Stewardship Week</b>	Nationwide	April 17-23	Louise Lawrence MD Dept. of Ag. 50 H.S. Truman Pkwy. Annapolis, MD 21401
<b>Shad Fishing Tournament Forks of Delaware</b>	Easton, PA	April 18-May 9	Two Rivers Area COC 157 South 4th Street Easton, PA 18042 215/253-4211
<b>Whitewater Races</b>	Sullivan County, PA	April 23-24	Worlds End State Park P.O. Box 62 Forksville, PA 18616 717/924-3287
<b>Cy Barash Boat Regatta</b>	Centre County, PA	April 24	Bald Eagle State Park RD #1, Box 56 Howard, PA 16841 814/625-2447
<b>Great Outdoor Sports, Fishing and Travel Show</b>	Pittsburgh	April 27-May 1	Station Sq Prom. Office 450 Landmarks Building Pittsburgh, PA 15219 412/471-5808
<b>Cherry Blossom Festival</b>	Wilkes-Barre River Common	April 28-30	Carole Dempsey WB Chamber of Commerce 69 Public Sq., Suite 600 Wilkes-Barre, PA 18701 717/823-2101

MD Assn. of Environmental and Outdoor Educators Conference	Catoctin, MD	April 29-30	Gary Heath MD State Department of Education 200 W. Baltimore St. Baltimore, MD 21201
Arts Festival Saturday	Lewisburg, PA	April 30	David Dunn Packwood House Museum 15 North Water Street Lewisburg, PA 17837 717/784-2522
Renaissance Jamboree	Bloomsburg, PA	April 30	Bettie McDowell Bl. Area COC 240 West Main Street Bloomsburg, PA 17815 717/784-2522

# **MAY**

<b>EVENT</b>	<b>LOCATION</b>	<b>DATES IN 1988</b>	<b>CONTACT</b>
<b>Shad Festival</b>	Bethlehem, PA	May 1	Anne Yates 459 Old York Road Bethlehem, PA 18016 215/868-6311
<b>May Day on the River</b>	Harrisburg	May 1	Pam Cummings Dauphin County Rec Dept. 5300 N. Front Street Harrisburg, PA 17110 717/599-5751
<b>Annual Seafood Festival</b>	Chincoteague, VA	May 4	Margaret Porterfield P.O. Box 147 Accomac, VA 23301 804/787-2460
<b>Gone Fishing Shad Tournament</b>	Shawnee-on- Delaware, PA	May 6-8	Doug Smith Shawnee Inn Shawnee-on-Delaware, PA 18366 800/SHA-WNEE
<b>Uptown Day</b>	Friendship House, DC	May 7	Jay Silberman 202/362-5050
<b>Outdoor Odyssey.</b> Outdoor awareness festival w/canoe paddling, rock climbing, fly fishing, etc.	Richmond	May 7	Carol Majeske P.O. Box 40 Chesterfield, VA 28232 804/748-1623
<b>Patuxent Discovery Day</b>	Throughout Patuxent watershed	May 7	Rich Dolisch 5700 Water St. Upper Marlboro, MD 20772
<b>Apple Blossom Festival</b>	Adams County, PA	May 7-8	Ruth Detweiler Gettysburg COC 33 York Street Gettysburg, PA 17325 717/677-8181
<b>Olde York Street Fair</b>	City of York, PA	May 8	York Area COC P.O. Box 2044 York, PA 17405 717/848-4000

<b>Riverfair.</b> Celebrities, parade, fireworks.	Newport News, VA	May 11-14	Cynthia Carter 2400 Washington Ave. Newport News, VA 23607 804/247-8451
<b>Big River Weekend.</b> Riverbank demonstrations, entertainment.	Richmond	May 13-15	Linda Beers-Bruie 409 E. Main St. Richmond, VA 23219 804/780-2250
<b>Goochland County Festival Day.</b> Parade, arts and crafts, entertainment.	Goochland, VA	May 14	Cindy Clements P.O. Box 10 Goochland, VA 23063 804/556-5300
<b>Jamestown Day Celebration.</b> Anniversary of first permanent settlement.	Jamestown, VA	May 14	Jamestown Festival Park P.O. Box JF Williamsburg, VA 23187 840/229-1607
<b>Festival in the Park.</b> Family-oriented maritime event.	Newport News, VA	May 14	Jean Lerche The Mariners' Museum Newport News, VA 23606 804/595-0368
<b>George Mason Day.</b> Costumed interpreters, games, dancing, food.	Lorton, VA	May 15	Gunston Hall 10709 Gunston Rd. Lorton, VA 22079 703/550-9220
<b>Arts Festival</b>	Wilkes-Barre, VA	May 19-22	Brian Benedetti Fine Arts Fiesta P.O. Box 2053 717/825-0527
<b>Congress Heights Day Festival</b>	MLK School and Community, DC	May 21	Virginia L. Major 202/648-4380
<b>Ward Seven Family Day Parade/Picnic</b>	Fort Dupont Park, DC	May 21	Charles Dorsey 202/581-5079
<b>National Pike Festival</b>	Washington, PA (Fayette County)	May 21-22	Charlotte Lane Wash. County Tourism 59 North Main Street Washington, pA 15301 412/222-8130
<b>Malcolm X Day Festival</b>	Anacostia Park, DC	May 22	Charles Stephenson 202/225-2661

<b>Maryland Bayfest</b>	Sandy Point State Park (MD)	May 22	Helene Tenner Dept. of Natural Resources 580 Taylor Avenue Annapolis, MD 21401 301/974-3382
<b>Shenandoah Spring Festival.</b> Parade, carnival, crafts.	Shenandoah, VA	May 26-30	W.T. Shuler P.O. Box 67 Shenandoah, VA 22849 703/652-3288
<b>Chesapeake Jubilee.</b> Celebration of founding of city of Chesapeake.	Chesapeake, VA	May 27-29	Carolyn Creekmore P.O. Box 1776 Chesapeake, VA 23320 804/547-2111
<b>Stratford Crafts Jubilee.</b> Features 18th century crafts.	Stratford, VA	May 28-29	Donna Smith, Stratford Hall Plantation Stratford, VA 22558 804/494-9162
<b>Arts Festival</b>	Harrisburg (State Museum)	May 28-30	Nick Feher State Museum P.O. Box 770 Harrisburg, PA 17108 717/238-5180
<b>Blair County Arts Festival</b>	Altoona, PA	May 28-30	Fran Winsor 1208 12th Avenue Altoona, PA 16601 814/944-9434



# JUNE

EVENT	LOCATION	DATES IN 1988	CONTACT
<b>Seawall Festival.</b> National entertainment, rides, food.	Portsmouth, VA	June 2-5	Ports Events 355 Crawford St. Suite 810 Portsmouth, VA 23704 804/393-9933
<b>Shenandoah Wildlife Festival.</b> Focus on conservation, hunting, game management, wildlife art/crafts, fishing.	Lexington, VA	June 3-5	Visitors Bureau 107 E. Washington St. Lexington, VA 24450 703/463-3777
<b>Harborfest.</b> Tall ships, shows, food.	Norfolk	June 3-5	Harborfest 207 Granby St. Norfolk, VA 23510 804/627-7809
<b>Riverfest.</b> Visiting tall ships, entertainment, boat rides, water sports, fireworks, etc.	Southwest Waterfront, DC	June 4-5	Rose Ballard Dept. of Recreation 3149 16th St. NW Washington, DC 202/387-8292
<b>Occoquan Days Craft Show</b>	Occoquan, VA	June 4-5	Town of Occoquan 703/491-1918
<b>Fishing Tournament on Susquehanna River</b>	Bloomsburg, PA Columbia/Montour Counties	June 4-5	C-M Tourist Promotion Board RD #2, Box 109 Bloomsburg, PA 17815 717/784-8279
<b>Red Cross Waterfront Festival.</b> Music, food, boat rides, sailing ships, fireworks.	Alexandria, VA	June 10-12	Rosalind Bovey 401 Duke St. Alexandria, VA 22314 703/549-8300
<b>North Michigan Park Family Day Festival</b>	North Michigan Park Recreation Center, DC	June 11	Lucille F. Brown 202/526-8333
<b>Community Summer Festival and Picnic</b>	Green Lot, 37th St. at Whitehaven Pkwy NW, DC	June 11	Janice H. Hooper 202/333-5277

<b>River Terrace Day Celebration</b>	Anacostia Avenue and Dix Street NE, DC	June 11	Dr. Shands-Strong 202/282-3186
<b>Arts on the Bluff. Arts and crafts festival.</b>	Westmoreland State Park (VA)	June 11	Alice Hutnyan Westmoreland Recreation Department Montross, VA 22520 804/493-8911
<b>James River Batteau Festival.</b> Race of 18th century replica boats, w/stops at communities along river	James River. Lynchburg to Richmond	June 11-18	Joe Ayers P.O. Box 790 Columbia, VA 23038 804/843-3573
<b>PA State Laurel Festival</b>	Wellsboro, PA (Tioga County)	June 11-19	Mary Worthington Wellsboro COC P.O. Box 733 Wellsboro, PA 16901 717/724-1926
<b>St. Mary's County Crab Festival</b>	Leonardtown, MD	June 12	Howard Norfolk 301/475-2291
<b>Loggers Field Days</b>	Fannettsburg, PA (Franklin County)	June 17-18	Central PA Loggers and Lumber Assn. P.O. Box 332 Fannettsburg, PA 17221 717/349-2375
<b>Potomac River Festival.</b> Parade, dances, fireworks, contests.	Colonial Beach, VA	June 17-19	Frances I. Karn 2 Boundary St. Colonial Beach, VA 22443 804/224-7531
<b>Alliance for the Chesapeake Bay annual meeting</b>	Vienna, VA	June 18	Frances Flanigan 6600 York Rd. Baltimore, MD 21212 301/377-6270
<b>Community Arts Celebration</b>	3400 block of Brown Street NW, DC	June 18	Kelly Jerome 202/234-5770
<b>Baltimore Harbor Expo</b>	Baltimore	June 18-19	Robbie Gupta Baltimore Department of Planning, 8th Floor 222 E. Saratoga St. Baltimore, MD 21202 301/396-3796

<b>Big Three Fishing Tournament</b>	Raystown Lake, PA (Huntingdon Co.)	June 18-19	John York Raystown Country 508 Penn Street Huntingdon, PA 16652 814/643-3577
<b>Susquehanna Boom Festival</b>	Williamsport, PA	June 23-26	Williamsport COC 454 Pine Street Williamsport, PA 17701 717/326-1971
<b>Kutztown Folk Festival</b>	Kutztown, PA	June 25-July 4	Gail Hartmann Kutztown FF 461 Vine Lane Kutztown, PA 19530 215/638-8707
<b>Governor Schaefer Bay Tour</b>	Baywide/Maryland	June 26-28	David Carroll State House Annapolis, MD 21401 301/974-3004

**JULY**

<b>EVENT</b>	<b>LOCATION</b>	<b>DATES IN 1988</b>	<b>CONTACT</b>
<b>Harrisburg Independence Weekend</b>	Harrisburg RiverFront Park	July 1-4	George Rague Harrisburg Rec. Dept. Suite 401, 10 N. 2nd St. Harrisburg, PA 17101 717/255-3020
<b>Red, White and Blue Weekend.</b> Fireworks, music.	Portsmouth, VA	July 1-4	Ports Events 355 Crawford St. Suite 810 Portsmouth, VA 23704 804/393-9933
<b>July 4th Celebration.</b> Swimming, volleyball, horse shoes, music.	Gloucester Point, VA	July 4	Carol Steele P.O. Box 157 Gloucester, VA 23061 804/693-2355
<b>Central PA Festival of Arts</b>	State College, PA (Penn State)	July 6-10	CPFA P.O. Box 1023 State College, PA 16804 814/237-3682
<b>Richfield Dutch Days</b>	Richfield, PA (Juniata County)	July 13-16	Ruth Straub Main St., Box 52 Richfield, PA 17086 717/694-3075
<b>Lycoming County Fair</b>	Hughesville, PA	July 14-23	Mary Ann Heydenreich P.O. Box 116 Hughesville, PA 17737 717/784-0487
<b>Somerfest</b>	Somerset, PA (Somerset County)	July 15-17	Ed Cook P.O. Box 414 Somerset, PA 15501 814/443-1835
<b>Harrisburg History Susquehanna Canoe Tour</b>	Harrisburg	July 16	Dauphin Co. Rec. Dept. P.O. Box 1295 Harrisburg, PA 17108 717/255-1369

<b>Pork, Peanut and Pine Festival.</b> Celebration of Surry County's three largest industries.	Chippokes Plantation, Surry, VA	July 16-17	William E. Richardson P.O. Box 671 Waverly, VA 23890 804/294-3625
<b>Boardwalk Craft Show.</b> Outdoor exhibit of handmade crafts.	Colonial Beach, VA	July 23-24	Chamber of Commerce 2 Boundary St. Colonial Beach, VA 22443 804/224-7531
<b>Caribbean Summer in the Park</b>	President's Park, 1500 Constitution Avenue NW, DC	July 24	Carlton Joseph 202/459-9100
<b>Shippensburg Community Fair</b>	Shippensburg, PA (Cumberland County)	July 24-30	Shippensburg COC 75 West King Street Shippensburg, PA 17257 717/532-5509
<b>Troy Fair</b>	Troy, PA (Bradford County)	July 25-30	Alonzo Thomas RD #3 Troy, PA 16947 717/297-3405
<b>Annual Pony Penning.</b> Ponies swim from Assateague to Chincoteague.	Chincoteague, VA	July 27-28	Chincoteague Volunteer Fire Co. Anthony Stasio Chincoteague, VA 23336 804/336-6519
<b>Chambersfest</b>	Chambersburg, PA (Franklin County)	July 28-31	Linda LeFurjah 75 South 2nd Street Chambersburg, PA 17201 717/264-7101
<b>ANC 7C03 Block Party</b>	Jay Street, James Place and Karl Place NE, DC	July 30	Eva Jones 202/393-5100
<b>Governors' Cup Fishing Tournament.</b> Planned as annual event, meeting Bay Agreement commitment.	Baywide	July 30-31	Governors' Cup Chesapeake Bay Fishing Tournament P.O. Box 2348 Richmond, VA 23218 or 69 Prince George St. Annapolis, MD 21401 301/974-3765

<b>Float-em Tote-em Regatta</b>	Great Bend, PA (Susquehanna Co.)	July 31	William Richards 100 Elizabeth Street Great Bend, PA 18821 717/879-4485
<b>Hispanic Festival</b>	Adams Morgan, 18th St. and Columbia Rd., DC	July 31	Pablo Maldonado 202/966-5805
<b>West End Fair</b>	Union County, PA	July 31-Aug. 6	Priscilla Chick RD #1, Box 207 Millmont, PA 17845 717/922-1260
<b>Lebanon Area Fair</b>	Lebanon, PA	July 31-Aug. 6	Ben Bow RD #1, Box 829 Annville, PA 17003 717/867-1305

**AUGUST**

<b>EVENT</b>	<b>LOCATION</b>	<b>DATES IN 1988</b>	<b>CONTACT</b>
Clearfield County Fair	Clearfield, PA	Aug. 1-6	Clearfield County Fair Board P.O. Box 712 Clearfield, PA 16830 814/765-4629
Fanny in the Susquehanna Tube Float	Williamsport, PA	August 2	Joseph Mileto 6 DuBois Street Williamsport, PA 17701 717/322-2435
Roanoke Valley Fair. Old- fashioned country fair.	Roanoke	August 3-7	Laban Johnson 210 Reserve Ave., S.W. Roanoke, VA 24016 703/981-2889
Clinton County Fair	Lock Haven, PA	August 6-13	Clinton County Tourist Promotion Courthouse Lock Haven, PA 17745 717/893-4037
Downriver Canoe Races (Susquehanna River)	Tunkhannock, PA	August 7	David Gay 50 Bridge Street Tunkhannock, PA 18657 717/836-2175
US Canoe Assn. Marathon Races (Susquehanna River)	Williamsport, PA	August 14-16	Dennis Fink RD #1, Box 560 Jersey Shore, PA 17740 717/398-2544
Huntingdon County Fair	Huntingdon, PA	August 14-20	Betty Grove RD #2, Box 123 Petersburg, PA 16669 814/669-4979
Agriculture Progress Days	Rock Springs, PA (Penn State)	August 16-18	Joseph Harrington 432 Ag Admin. Building University Park, PA 16802 814/865-2081

<b>Arlington County Fair.</b> Arts and crafts, children's activities, music.	Arlington, VA	August 18-21	Joan Culver 855 N. Edison St. Arlington, VA 22203 703/284-2475
<b>Franklin County Fair</b>	Chambersburg, PA	August 21-27	Patsy Wilderson P.O. Box 49 Chambersburg, PA 17201 717/264-6359
<b>Fulton County Fair</b>	McConnellsberg, PA	August 21-27	Don Fowler Courthouse Annex McConnellsberg, PA 17238 717/485-4111
<b>Riverwalk Art Festival</b>	York, PA	August 22	Lynne Little One Marketway East York, PA 17401 717/289-4405
<b>Harford Fair</b>	Kingsley, PA (Susquehanna County)	August 23-27	Phyllis Ridgeway RD #1 Kingsley, PA 717/289-4405
<b>Perry County Fair</b>	Newport, PA	August 23-27	Annie Campbell RD #3, Box 94 Newport, PA 17074 717/567-6260
<b>Elizabethtown Fair</b>	Elizabethtown, PA (Lancaster County)	August 23-27	Sally Nold 25 Iris Circle Elizabethtown, PA 17022 717/367-7256
<b>Centre County Grange Fair</b>	Centre Hall, PA	Aug. 26-Sept. 1	Russell Sewardaugh P.O. Box 271 Centre Hall, PA 16828 814/355-2937
<b>Lebanon Bologna Fest</b>	Lebanon, PA	August 26-28	Lebanon Valley Tourist Promotion P.O. Box 626 Lebanon, PA 17042 717/272-8555
<b>Corn Festival</b>	Shippensburg, PA	August 27	Rose Dillner "Blythstead," Box F Shippensburg, PA 717/532-5509



**Albemarle County Fair.**  
Agricultural, homemaking  
and craft exhibits,  
entertainment.

Crozet, VA

August 30 -  
September 3

James Kildea  
P.O. Box 2212  
Charlottesville, Va  
22909  
804/977-6718

## SEPTEMBER

EVENT	LOCATION	DATES IN 1988	CONTACT
<b>Milton Harvest Festival</b>	Milton, PA (Northumberland County)	Early September	Ralph Hans 118 Broadway Milton, PA 17847 717/742-7176
<b>ADD Arts</b>	Western Plaza, 1300 Pennsylvania Avenue NW, DCL	Labor Day Weekend	Dierdre Daly D.C. Committee to Promote Washington
<b>Adams Morgan Day</b>	18th Street, Columbia Road, Florida Avenue NW, DC	September	Dierdre Daly D.C. Committee to Promote Washington
<b>Coming of Age: A Celebration for Seniors</b>	Western Plaza, 1300 Pennsylvania Avenue NW, DC	September	Dierdre Daly D.C. Committee to Promote Washington
<b>South Mountain Fair</b>	Adams County, PA	Sept. 1-5	David Houck SM Fair Association P.O. Box 224 Arendtsville, PA 17303 717/677-7062
<b>National Hard Crab Derby</b>	Crisfield, MD	Sept. 2-4	Crisfield Area Chamber of Commerce P.O. Box 215 Crisfield, MD 21817
<b>Kipona</b>	Harrisburg RiverFront Park	Sept. 2-5	Randy King Harrisburg Rec. Dept. Suite 401, 10 N. 2nd St. Harrisburg, PA 17101 717/255-3020

<b>Juniata County Fair</b>	Lewistown, PA	Sept. 4-10	George Settlemeier P.O. Box 89 Lewistown, PA 17044 717/248-6713
<b>Labor Day Regatta</b> (Susquehanna River)	Lock Haven, PA	Sept. 5-7	Clinton County Tourist Promotion 151 Susquehanna Avenue Lock Haven, PA 17745 717/893-4037
<b>Mathews Market Days.</b> Arts and crafts, entertainment.	Mathews, VA	Sept. 8-10	Mildred P. Hudgins P.O. Box 569 Mathews, VA 23109 804/725-7196
<b>Hampton Bay Days.</b> Waterfront celebration of the Chesapeake Bay and Hampton's heritage.	Hampton, VA	Sept. 9-11	Andy Wacławski 22 Lincoln St. Hampton, VA 23669 804/727-6270
<b>Keystone Country Festival</b>	Altoona, PA	Sept. 9-11	Blair County Visitors Bureau 1212 12th Avenue Altoona, PA 16601 814/943-8151
<b>Luzerne County Fair</b>	Dallas, PA	Sept. 9-12	Ray Hillman P.O. Box 393 Dallas, PA 18612 717/288-5990
<b>Farmers and Threshermen's Jubilee</b>	Rockwood, PA (Somerset County)	Sept. 10-13	Clark Borchert RD #3 Rockwood, PA 15557 814/926-3142
<b>York Inter-State Fair</b>	York, PA	Sept. 11-19	York IS Fairgrounds 334 Carlisle Avenue York, PA 17404 717/848-2596
<b>Hooray for Hopewell.</b> Festival featuring arts and crafts, entertainment.	Hopewell, VA	Sept. 16-18	Sandy Foxworth P.O. Box 1353 Hopewell, VA 23860 804/458-5536
<b>Williamsburg Community Fair</b>	Williamsburg, PA (Blair County)	Sept. 16-21	Joseph Very RD #1, Box 103-8 Williamsburg, PA 16693 814/832-2125

<b>Little Buffalo Festival of the Arts</b>	New Bloomfield, PA (Perry County)	Sept. 17	Perry County Council of arts P.O. Box 485 New Bloomfield, PA 17068 717/567-6795
<b>Fall Classic Fishing Tournament</b>	Raystown Lake (Huntingdon Co., PA)	Sept. 17-18	John York Raystown Country 508 Penn Street Huntingdon, PA 16652 814/643-3577
<b>Gratz Fair</b>	Gratz, PA (Dauphin County)	Sept 22-26	George Reinoehl P.O. Box 204 Gratz, PA 17030 717/365-3116
<b>Virginia State Fair. Carnival, agricultural displays, livestock show.</b>	Richmond	Sept. 22 - October 2	State Fair of Virginia P.O. Box 26805 Richmond, VA 23261 804/228-3200
<b>Neptune Festival. Farewell to summer.</b>	Virginia Beach, VA	Sept. 23-25	Maggie Rathner 4512 Virginia Beach Blvd Virginia Beach, VA 23462 804/490-1221
<b>Apple Fest</b>	Mercersburg, Pa (Franklin County)	Sept. 24	Evelyn Gingrich 6952 Lemar Road Mercersburg, PA 17236 717/328-2085
<b>Cape Charles Days. Arts and crafts, parades, flea market.</b>	Cape Charles, VA	Sept. 24	Margaret Carlson Cape Charles, VA 23310 804/331-1488
<b>Seafood Festival. Seafood, art shows, entertainment.</b>	Poquoson, VA	Sept. 24-25	Art Thatcher 830 Poquoson Ave. Poquoson, VA 23662 804/868-7151
<b>Bloomsburg Fair</b>	Bloomsburg, PA (Columbia County)	Sept. 25-Oct. 1	Bloomsburg Fair Office P.O. Box 479 Bloomsburg, PA 17815 717/784-4949
<b>Selinsgrove Market Street Festival</b>	Selinsgrove, PA (Snyder County)	Sept. 26	Kelly Stoops 214 North Broad Street Selinsgrove, PA 17870 717/374-6601

<b>Goose Days</b>	Lewistown, PA	Sept. 26-29	Mifflin County Tourist Promotion 3 Monument Square Lewistown, PA 17044 717/248-6713
<b>All American Dairy Show</b>	Harrisburg	Sept. 26-30	Charles Itle Farm Show Complex 2301 N. Cameron Street Harrisburg, PA 17110 717/787-2905

**OCTOBER/NOVEMBER/DECEMBER**

<b>EVENT</b>	<b>LOCATION</b>	<b>DATES IN 1988</b>	<b>CONTACT</b>
<b>Bay Days.</b> Focus on ecology, problems, recovery of Chesapeake.	Lorton, VA	Oct. 1-2	Mason Neck State Park 7301 High Point Rd. Lorton, VA 22079 703/339-7265
<b>Fall Festival.</b> Arts and crafts, entertainment.	Newport News, VA	Oct. 1-2	Cynthia Carter 2400 Washington Ave. Newport News, VA 23607 804/247-8451
<b>Nature Fest</b>	Hollidaysburg, PA (Blair County)	Oct. 2	Fred Long Highland Mall Annex Hollidaysburg, PA 16648 814/695-5541
<b>Manheim Community Farm Show</b>	Manheim, PA (Lancaster County)	Oct. 5-9	Luke Burckhart RD #2, Box 100 Manheim, PA 17545 717/665-2461
<b>Keystone International Livestock Exposition</b>	Harrisburg	Oct. 6-10	Charles Itle Farm Show Complex 2301 North Cameron St. Harrisburg, PA 17110 717/787-2905
<b>Oyster Festival.</b> Oyster and clam feast.	Chincoteague, VA	Oct. 8	Nicki West Chamber of Commerce Chincoteague, VA 23336 703/882-3018

<b>SuperSunday</b>	Philadelphia	Oct. 9	Academy of Natural Sciences 19th and the Parkway Philadelphia, PA 19103 215/665-1050
<b>PA State Flaming Foliage Festival</b>	Renovo, PA (Clinton County)	Oct. 10-11	Clinton County Tourist Promotion 151 Susquehanna Avenue Lock Haven, PA 17745 717/961-1150
<b>Wyoming Valley Great Race</b> (Susquehanna River)	Scranton	Oct. 11	Edward Dructor P.O. Box 3113 Scranton, PA 18505 717/961-1150
<b>PA National Horse Show</b>	Harrisburg	Oct. 13-22	Colby Rider PA National Horse Show Association 308 N. Second Street Harrisburg, PA 17101 717/236-1600
<b>Yorktown Day.</b> Celebration of Revolutionary War's end.	Yorktown, VA	Oct. 19	Roberta D'amico P.O. Box 210 Yorktown, VA 23690 804/898-3400
<b>Chesapeake Appreciation Days</b>	Sandy Point State Park (MD)	Oct. 29-30	Patsy L. Davis P.O. Box 703 Severna Park, MD 21146
<b>Waterfowl Festival</b>	Easton, MD	Nov. 11-14	Waterfowl Festival P.O. Box 929 Easton, MD 21601
<b>PA Wildlife Arts Festival</b>	Red Lion, PA (York County)	Dec. 10-11	Paul Hoffmaster RD #3 Red Lion, PA 17356 717/244-0258

## APPENDIX B

### Baywide Communication Plan

#### INFORMATION MATERIALS FOR USE IN THE BAY REGION

##### KEY TO ACRONYMS USED IN THIS APPENDIX

ACB	Alliance for the Chesapeake Bay
CBF	Chesapeake Bay Foundation
CBLO	Chesapeake Bay Liaison Office
CBP	Chesapeake Bay Program
CoE	Army Corps of Engineers
DC/DCRA	DC Department of Consumer and Regulatory Affairs
EPA	Environmental Protection Agency
FS	Forest Service
FWS	Fish and Wildlife Service
LWV/PA	League of Women Voters/Pennsylvania
MCAC	MD Critical Areas Commission
MDA	MD Department of Agriculture
MDDNR	MD Department of Natural Resources
MDSP	MD Department of State Planning
MGCBC	MD Governor's Chesapeake Bay Coordinator
NOAA	National Oceanic and Atmospheric Administration
NPA	National Park Service
PA/CBP	PA Chesapeake Bay Program
PA/CES	Cooperative Extension Service/Pennsylvania
PACDD	Pennsylvania Assn. of Conservation District Directors
PA/DER	PA Department of Environmental Resources
PSU	Pennsylvania State University
SCS	Soil Conservation Service
VA/COE	VA Council on the Environment
VA/DGIF	VA Division of Game and Inland Fisheries
VA/SWCB	VA State Water Control Board
VIMS	Virginia Institute of Marine Science

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# BAYWIDE COMMUNICATION PLAN

## COORDINATION/SUPPORT

PROJECT/ACTIVITY	DESCRIPTION	AGENCY	STATUS
Catalog of Bay information materials	Listing of available print, AV materials	CBLO	3/89
Computer file of information materials	System to facilitate access to print, AV materials by category	FWS	11/88
Calendar of Bay events	Dates, places of events that have Bay tie-in potential	CBLO	9/88
Media mailing list	Baywide list of suburban/rural weeklies and neighborhood newspapers	CBP Communication Work Group	10/88
Speaker's Guide	Program updates, background information for CBP speakers	CBLO	11/88
Develop Bay Program links to traditional forestry programs	Create special ID signs and awards to tie Tree Farming for the Bay to American Forest Council's Tree Farm Program	FS	12/88
Review implementation of Communication Plan	Track progress, evaluate effectiveness of information/education activities	CBP Communication Work Group	Ongoing from 6/88



# AUDIOVISUAL MATERIALS

PROJECT/ACTIVITY	DESCRIPTION	AGENCY	STATUS
Slide/tape show: "Chesapeake Bay: A Time of Challenge"	Introduction to Bay problems, cleanup program under 1987 Agreement	CBLO	6/88
"	Slide show above tailored to outdoorsmen	CBLO	6/88
SCS trailer for show above	Agricultural toxicants	SCS/VA	1988-89
"	Agricultural nutrients	SCS/PA	1988-89
"	Sediments	SCS/MD	1988-89
"	Economic uses of animal wastes	SCS/NY	1989-90
"	Wildlife and waterfowl	SCS/MD	1989-90
Film for group showings, use on TV	Info for public on activities that cause problems in tidal waters	NOAA/MD Sea Grant Program/MD DoE	Fall 1988
Videotape on 1987 Bay Agreement	7-minute tape on new Agreement	VA/DGIF	Completed
Videotape on manure spreader calibration	8.5-minute tape gives step-by-step instructions	PSU	Contact PA/CBP
"Manure: Where Does It Go From Here"	20-minute slide/tape show on manure management	ACB	Contact PA/CBP
"Nitrates and Your Water Supply"	15-minute slide/tape show on nitrate pollution of drinking water	PSU	Contact PA/CBP
Poster based on pledge display	Replica of pledge display intended primarily for school use	EPA	Due 9/88
Door Hangers	Facts on water conservation, household waste, erosion control	DC/DCRA	Available
Trees for the Bay posters	Annual poster program	FS	4/89

Urban pollution control exhibit	Tabletop display for urban audiences	SCS	6/89
Nutrient management exhibits	Generic information for tabletop display, Exposystem display board	SCS	1988-89
Water quality exhibits	Generic information for tabletop display, Exposystem display board	SCS	1988-89
Promote use of fish and wildlife displays	Educational displays for use at conferences/fairs	FWS	10 to 20 showings per year
Update existing exhibit		CoE	9/88
Create new exhibit		CoE	3/89
Road show/RV		CoE	FY 1990

## EDUCATION MATERIALS/ACTIVITIES

PROJECT/ACTIVITY	DESCRIPTION	AGENCY	STATUS
"Pennsylvania and the Chesapeake Bay"	Teaching module for senior high	PA/DER Bureau of State Parks	To be introduced at teacher workshops
"Bay Education Resources for Pennsylvania"	Resource list for use of vocational ag, elementary, secondary teachers	PA Bay Education Office	Distributed Spring and Fall 1988
"Project Food, Land and People"	National agricultural curriculum package to include PA Bay Program	PA CBP	Draft 1988-89 school year
Marine Education Center	2500 documents at Virginia Institute of Marine Science	VIMS	
Teacher training program, "Aquatic Wild"	Adaptation of national programs Project Learning Tree and Project Wild	VA/DGIF	
Expand utilization of Project Learning Tree	Develop Bay-oriented education opportunities	FS	3/89
Aquatic Education Center	Program and center to teach students about water quality, Bay restoration	DC/DCRA, NPS	In development
Bay Team Teachers	Traveling teacher teams reach 20,000 Virginia students a year	VIMS/NOAA	On-going
"Chessie" story book	Publication to teach youngsters about the Bay	FWS	Available
"Chessie" presentation	Costumed "Chessie" available for appearances at elementary schools, fairs	FWS	Contact FWS

## MASS MEDIA

PROJECT/ACTIVITY	DESCRIPTION	AGENCY	STATUS
Radio PSA series	Cassette tapes on research and restoration issues	NOAA	Monthly, starting in fall 1988
Promote use of radio PSAs	Taped "Chessie" spots to raise public awareness re Bay issues	FSW	In distribution
Bay Barometer	Newspaper feature produced to increase public knowledge of Bay system	CBLO	monthly
Two videotape mini-documentaries	Two-minute news features for distribution to Bay basin TV stations	CBLO/OEA	9/88, 12/88
Chesapeake Corner	Newspaper column on Bay topics	FWS	weekly
FWS media briefing package	Information materials for reporters, editors, etc.	FWS	In planning
Forestry feature story	800-1000 word article for distribution to newspapers, magazines	FS	10/88

**PRINT MATERIALS: GENERAL**

PROJECT/ACTIVITY	DESCRIPTION	AGENCY	STATUS
Report: "A Commitment Renewed"	Interim report on status of Bay program, 1987 Agreement commitments	CBP	Limited numbers available
Chesapeake Bay Program annual report	Summary of progress, status of Bay Program	CBP	yearly
SCS annual report	Summary of progress	SCS	yearly
Monitoring report	Report on state of the Bay, based on monitoring data	CBP	yearly
River Fact Sheets	Facts about individual Bay tributaries	ACB	4 during year
Citizen Report	Periodical on Bay Program distributed to 15,000 addressees	ACB	quarterly
Baybriefs	Newsletter on Bay Program developments	ACB	as needed
Bay Directory	Guide to Bay Program contacts	ACB	annual update
Leaflet	Brief description of EPA role in Bay cleanup	EPA	Due 8/88
FWS fact sheets in print	Topics include FWS role in Bay cleanup, canvasback, blue crab, black duck, SAV, striped bass, shad, bald eagle	FWS	Available from FWS
FWS fact sheets in preparation	Topics include wetlands, ecosystem primer, oyster, toxicants, nutrients, waterfowl, Canada goose, striped bass tagging, Peregrine falcon	FWS	In production
SAV pocket guide	SAV identification guide for groundtruthers, students, public	FWS	Available from FWS

Technical SAV guide	Full-scale, color guide for resource managers, nature enthusiasts, students	FWS	Due 7/88
"Chessie" story book	Schools, public	FWS	Available
Poster-brochure	Four-color presentation on Bay fish/wildlife	FWS	Available from FWS
Bay placemats	Information piece for use in restaurants	FWS	Ready for printer
"Virginia's Bay Initiatives"	Third progress report on State's Bay program	VA/COE	Winter 1988
"Virginia's Environment"	Biennial report, 1984-86	VA/COE	Available
Bay brochure	Description of restoration program	VA/COE	In planning
"Virginia Wildlife"	Magazine available by subscription (\$7.50 a year)	VA/DGIF	Monthly
"Citizens Guide to Soil Erosion Control"	4-page booklet on erosion control at construction sites; citizen action	LWV/PA	Contact PA/CBP
"Streambank Guide"	79-page, detailed paperback guide to streambank protection	PA/DER	Available
"Guidelines for Protecting Nontidal Wetlands"	Report on nontidal wetlands, techniques for protection	MCAC	Available
"10 Things Every Citizen Can Do"	Leaflet describing ways householders can help protect the Bay	MGCBC	Available
"Chesapeake Cleanup Campaign: Projects for Volunteer Groups"	9-page handout on stream cleanup, tree-planting, other "how-to" projects	MDSP	Available
"Wanted: A Few Active Groups"	Brochure encouraging citizen action Bay cleanup projects	MDSP	Available

Homeowner series	Leaflets describing how citizens can prevent pollution, protect the Bay	CBF	Contact CBF
"From the Waters of the District to the Chesapeake Bay"	Brochure on DC role in Bay restoration	DC/DCRA	Available
"You Can Improve Your Natural Environment"	Pamphlet for general public, school use	DC/DCRA	Available
Fact sheets on Bay tributaries	Information for general public	DC/DCRA	Available
"Pick a Winner"	Leaflet on conservation for general public	VA/SWCB	Available
Estuarine Program Office "Calendar-Bulletin"	Quarterly update on estuarine events; 700 circulation nationwide	NOAA	Quarterly
"Marine Resource Bulletin"	Information on resources and management; 7000 circulation in VA	NOAA	Quarterly
"Maryland Sea Grant Magazine"	Content focuses on issues such as water quality, estuarine science	NOAA	Published 3 times yearly
"NOAA Involvement in Chesapeake Bay"	Fact sheet on NOAA's Bay-related activities	NOAA	Updated periodically
"Marine Features" and "Marine News"	Information articles for newspapers, magazines	NOAA	Monthly
"Marine Notes"	MD Sea Grant newsletter for scientists, policy-makers	NOAA	Monthly
"Commercial Fishing Newsletter"	Data from VA Sea Grant on fisheries resources, technology; 3400 circulation	NOAA	Quarterly
"Mid-Atlantic Marine Education Assn. Newsletter"	VA Sea Grant publication on methods, materials	NOAA	3 issues yearly
Forest Service fact sheet	Relationship of forestry to Bay problems/remedies	FS	9/88

## PRINT MATERIALS: AGRICULTURE

PROJECT/ACTIVITY	DESCRIPTION	AGENCY	STATUS
"Conservation Farm Survey"	38-page report on conservation survey of farmers in lower Susquehanna River Basin	PACDD	Contact PA/CBP
"Manure Management Manual"	set of nine booklets on handling manure of various livestock	PA/DER	Available
"Nitrate: Its Effects on Families and Livestock"	8-page booklet	PA/CES	Available
"Animal Waste Management"	2-page overview of nutrient management options	PA/CBP	Available
"Save Your Soil and Nutrients"	2-page explanation of PA Bay cost-share program for nutrient management on farms	PA/CBP	Available
"Managing Phosphorus in Crops"	2-page fact sheet for farmers	PSU	Available
"Nitrogen Fertilization of Corn"	2-page fact sheet for farmers	PSU	Available
"Protecting Groundwater in Agricultural Areas"	2-page fact sheet for farmers	PSU	Available
"Testing Drinking Water in Agricultural Areas"	1-page fact sheet	PA/CBP	Available
"Developing Nutrient Management Systems"	2-page project sheet for farmers	PA/CBP	Available
"Manure Management and Marketing"	2-page project sheet for farmers	PA/CBP	Available
"Mobile Nutrient Laboratory"	1-page project sheet for farmers	PA/CBP	Available
"Soil Chemical Monitoring"	2-page project sheet for farmers	PA/CBP	Available



"Tissue Test for Nitrogen Needs"	2-page project sheet for farmers	PA/CBP	Available
Technical Notes for farmers	Brief descriptions of manure nutrient content, analysis, storage, spreader calibration, and runoff	PA/CBP	Available
Best Management Practices series	Pamphlets on BMPs for farms, forests and urban areas; beef, dairy and swine operations; row crop agriculture; tobacco production; terraces; Integrated Pest Management; horticulture; irrigation	VA/SWCB	Available
"BMPs for Nutrient Uses in the Chesapeake Basin"	Booklet describing best management practices that control nutrient movement from farms	MDA	Available
Fact sheet: "Maintaining Storage Structures"	Information for farmers	SCS	5/88
Fact sheet: "Controlling Odors"	Information for farmers	SCS	6/88
Fact sheet: "Fly Control"	Information for farmers	SCS	7/88
Fact sheet: "Pasture Management"	Information for farmers	SCS	9/88
Fact sheet: "Filter Strips"	Information for farmers	SCS	9/88