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**Communication, Education, and Outreach Committee Work Plan**  
October 1, 2002 through September 30, 2003

**Action 1**

Review sample materials consumers developed by MA Bays targeted to pet/aquarium industry and develop new materials and content as needed for northeast region; coordinate with ANS Task Force CEO Committee, Louisiana Sea Grant, proposal to National Sea Grant for national branded message to consumers of pet trade (Michael Maddox)

Complete by March 31, 2003 (may change depending on status of proposal to National Sea Grant as we would want to dovetail the efforts rather than produce two different efforts)

**Measure**

Distribution of materials, adaptation for specific uses/audiences by different users; extent to which pet stores in region display and distribute the materials to their customers

**Funding or other support needed**

\$4,000 towards cost of printing of one or more of these brochures depending on priorities or audience.

**Lead contact:** Chuck O'Neill, NY Sea Grant, 716.395.2638, [cro4@cornell.edu](mailto:cro4@cornell.edu); Shannon Weigle, MA Bays NEP, 617.626.1229, [Shannon.Weigle@state.ma.us](mailto:Shannon.Weigle@state.ma.us); Michael Maddox, Pet Industry Joint Advisory Council 202.452.1525 [mmaddox@pijac.org](mailto:mmaddox@pijac.org); and Michelle Robinson, MA DEM, 617.626.1382; [michelle.robinson@state.ma.us](mailto:michelle.robinson@state.ma.us)

**Action 2**

Develop basic display materials (one copy) on NEANS Panel and ANS of concern to Northeast

Complete by May 31, 2003 (Spring 2003 panel meeting)

**Measure**

Number of times it is used at local, regional, and national conferences and workshops

**Funding or other support needed**

\$200 for three-fold basic portable display board and case

\$200 for production of display materials (photos, printing on vinyl, etc.)

**Lead contact:** Nancy Balcom, CT Sea Grant, 860.405.9107, [nancy.balcom@uconn.edu](mailto:nancy.balcom@uconn.edu) and CEO Committee intern

**Action 3**

Hire CEO intern(s) to support CEO Committee efforts

Complete by January 31, 2003 (hiring); internships through end of summer

**Measure**

Update and expand NEANS Panel web site on a regular basis, including modifying and

mounting the MA CZM “Biological Invaders” newsletter on the web site; develop NEANS Panel display, man NEANS panel display / table at select conferences & workshops; collect background information on species identified by S&T committee for future publication development as well as add to web site, contributions towards completion of CEO committee efforts

**Funding or other support needed**

Will utilize the \$5,000 already set aside for this purpose.

**Lead contact:** Nancy Balcom, CT Sea Grant, 860.405.9107; [nancy.balcom@uconn.edu](mailto:nancy.balcom@uconn.edu)

**Action 4**

Support the printing and regional distribution Complete by March 31, 2003  
of Hydrilla Watch Cards

**Measure**

Widespread distribution of the cards throughout the region by year’s end – documentation of any referrals from people reporting sightings that used the cards

**Funding or other support needed**

We propose to contribute \$4,000 towards the cost of printing the cards, for distribution by the states and/or provinces. Will query panel members to assess interest in distributing the cards, quantities desired, and amount of funds that are available for printing. Goal is to increase the print run to reduce overall printing costs. Need to identify contact person for each state/province to review text and provide contact number for that state/province for sightings. Need to determine if certain organizations want a customized card. Must also include logos/and language required by USFWS and US Gulf of Maine Association/Gulf of Maine Council

**Lead contact:** Mike Hauser, VT DEC, 802.241.3798 [mikeh@dec.anr.state.vt.us](mailto:mikeh@dec.anr.state.vt.us)

**Action 5**

Develop mechanism for regional distribution Complete by February 28, 2003  
of NEANS Panel press releases

**Measure**

Quick, efficient and comprehensive distribution of NEANS Panel press releases and documentation of media that pick up and run the stories (TV, newspapers, radio)

**Funding or other support needed**

No funds should be needed. Steering Committee will discuss sending letter from Panel to states/provinces to determine feasibility of enlisting agency press corps to issue press releases on behalf of the Panel. Need to determine whether Panel press releases would have to undergo agency scrutiny before being issued. Looking to avoid having the Panel mail press releases to region and having to maintain current press lists.

**Lead contact:** Nancy Balcom, CT Sea Grant, 860.405.9107, [nancy.balcom@uconn.edu](mailto:nancy.balcom@uconn.edu); Chuck O’Neill, NY Sea Grant, 716.395.2638, [cro4@cornell.edu](mailto:cro4@cornell.edu)

**Action 6**

Identify 2-3 key issues and initiate “media blitz” to start getting word out on NEANS Panel and key Panel issues and initiatives working with the S&T and P&L committees and the Steering Committees. Identify “PR” person (Michele) to help CEO package and get the word out to appropriate audiences. Complete by September 30, 2003

**Measure**

Minimum of one “media event” by Spring Panel meeting; a second “event” by September 30, 2003

**Funding or other support needed**

Funds (\$5,000) have been appropriated by S&T committee to assist with this action (towards printing of materials or flyers, etc.) CEO will put up balance of funds (~\$1,600) towards this initiative.

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