

RMP External Communication Plan – Approved by Steering Committee 01-24-12

RMP Information Products	Recommendation	Purpose	Frequency	Target Audience	Format	Cost to RMP
Pulse	Next on CECs in 2013, consider switch to biennial (after survey, 2012 pilot)	Primary means of presenting summary <i>information</i> on Bay water quality	Considering biennial	RMP Stakeholders	Glossy hard copy	\$120K each edition (SFEI labor \$85K; Printer/Consultant \$35K)
Pulse Lite	Pilot in 2012	Supplemental means of presenting summary <i>information</i> on Bay water quality	Considering biennial (off years for Pulse)	RMP Stakeholders	Electronic	~\$40K every non-Pulse year
Annual Monitoring Results	Keep	Documentation of methods, presentation of results	Annual	RMP Stakeholders	Electronic	\$40K
Newsletter	Drop – leave this to SFEP – offer article topics to <i>Estuary</i>					
Fact Sheets	Keep	Summary information on important topics, convenient format	Occasional	RMP Stakeholders, Reporters, Public Outreach Folks	Electronic	~\$20K
Estuary Insert	Keep	Disseminate RMP info to wider audience	Annual	SFEP distribution list	Hard copy insert	~\$25K
Annual Meeting	Keep, consider coordination with SOE	Stakeholder interaction, science/policy forum	Annual	RMP Stakeholders		\$60K (\$48K SFEI, \$12K venue)
Workshops	Keep	Strategy development, stakeholder interaction, science/policy forum	As needed	RMP Stakeholders		\$30K each
Invited presentations at meetings and conferences	Continue	Disseminate RMP info	As needed	RMP Stakeholders, managers, scientists	Powerpoint	

RMP Web Site	Keep (enhance?)	Disseminating data and information		RMP Stakeholders		\$10K
Webinars	Pilot if there is sufficient stakeholder interest			RMP Stakeholders		\$5K
E-updates	Leave this to SFEP					

Related non-RMP Products	Recommendation	Purpose	Frequency	Target Audience	Format	Cost
Estuary Portal	Participate and help provide leadership		Ongoing	The public?		\$8K
<i>Estuary</i>	Offer article topics and material		Six per year		Hard copy, electronic	\$4K
State of the Estuary Report	Continue as primary source of information for water quality section		?		Hard copy, electronic	\$0 (funded by SFEP last time)