



Communications Workgroup

Draft Charter

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Trinity River Restoration Program

Aerial image of Weaver Creek a Tributary to the Trinity
River. [Elliot Sarnacki, TRRP]



Outline

- Background
- Draft Charter Development Process
- Draft Charter Discussion
 - Draft Purpose
 - Five Draft Objectives
- Annual Workplan (sample)



Background

- “Outreach efforts are great!”
 - Program Office = A+
 - Partners = yes, but...
- Three Current Efforts
 - FACA (AKA) TSAC
 - Trinity County Collaborative or other
 - Communications Work Group
 - Partner participation to better inform key audiences



Charter Development

Draft Charter Committee

Hoop Valley Tribe

- *Simone Groves*

Yurok Tribe

- *Zac Reinstein & Grant Scott-Goforth*

Trinity County

- *Patrick Flynn*

State of California

- *Trevor Morgan & Radley Ott*

US Fish and Wildlife

- *Ty Wallen*

NOAA Fisheries/NMFS

- *Roman Pittman*

Program Office

- *Kiana Abel, James Lee*

Photo: Aerial image of the Oregon Gulch Restoration Site, post restoration winter 2024. [Eric Wiesman]



Purpose

The Communications Work Group will **foster development of the annual communications plan** by providing a collaborative forum to discuss communications issues, meet needs and **develop the framework** for public relations with the media, the public and other key audiences.

The Communications Work Group provides expert **communications recommendations regarding Trinity River Restoration Program activities in support of Program objectives**, policy, science, and data through multi-media products that establish a consistent brand, targeted messaging, and collaboration with stakeholders around the watershed.



Objective 1

Develop recommendations to effectively communicate science and restoration activities associated with the Program;

Supply Creek Watershed Restoration post restoration in Hoopa, Ca. [Justin Alvarez, Hoopa Valley Tribal Fisheries Department]



Objective 2

Annually evaluate and identify key messages, assets, target audience gaps and opportunities;

Wood racking restoration feature at Oregon Gulch. [Aaron Martin, Yurok Tribal Fisheries Department]



Objective 3

Contribute to the creation of an Annual Communications Plan that includes partner participation and addresses the geographic span of the Trinity River Watershed. The plan will be presented annually through the IDT to the TMC;

Supply Creek Watershed Restoration post restoration in Hoopa, Ca. [Justin Alvarez, Hoopa Valley Tribal Fisheries Department]



Objective 4

Collaborate and support technical experts across other work groups to ensure clear and consistent science communication;

Phase II Restoration at Upper Conner Creek in March 2025. [Elliot Sarnacki, Trinity River Restoration Program]



Objective 5

Assist in the development of content for various communication assets outlined in the Annual Communications Plan, including the Program newsletter, annual report, articles and digital materials.

Juvenile Chinook Salmon. [Ken DeCamp]



Annual Work Plan

Meet at least 4 times per year – otherwise as needed.

Oct./Nov.

Annual Communications Calendar Development;
present Dec. TMC

Jan./Feb.

Analytics & Annual Report Dev.

Apr./May.

Big Rock Comms

July/Aug.

SWOT Analysis, Communication Standards of Practice

Aerial image of Indian Creek Watershed Restoration Site post Phase I completion, 2024. [Aaron Martin, YTFD]



Questions?

TMC will consider adoption of a charter for a new standing Communications Workgroup.

Aerial image of Lowden Ranch Meadow in 2025. [Elliot Sarnacki, TRRP]

