

EDGE Pilot Program – Communications Team

October 25, 2019 | 10:00 a.m. – 11:00 a.m.

Wisconsin Department of Natural Resources

101 S. Webster Street | Madison | Room G27

Conference Call Option: Skype or 1-866-715-6499 | Access Code: 2805239246

- I. Welcome and Agenda Review
- II. Continue Message Map
 - Finalize core messages at the top of the document
 - Discuss targeted messaging
 - Next Steps
- III. Begin Communications Planning
- IV. Discuss Implementation and Partnerships
- V. Review Metrics Document with Communication Metrics
- VI. Next Steps & Review of Assignments
- VII. Scheduling next meeting(s)
 - **Monday, November 18th, 2-3pm**