

# Yukon River Panel Communications Sub- Committee

Update to the Yukon River Panel – April 3, 2017

# Who is the Communications Sub-Committee?

- Alaska:
  - Andy Bassich
  - John Lamont Sr.
- Yukon:
  - Don Toews
  - Harvey Jessup
  - Yukon Salmon Sub-Committee (YSSC) – Jesse Trerice
  - Yukon River Drainage Fisheries Association (YRDFA) – Wayne Jenkins, Danielle Stickman
  - Fisheries and Oceans Canada (DFO) – Dennis Zimmermann

# Meetings/Process

- Ad hoc approach in the past – various presentations at YRP
- More formal role in the past
- December 2016 – Anchorage Panel Meeting
- Emails, phone calls and correspondence between December – April
- Communications brief and evaluation criteria distributed – early March
- Calls (AK) and meeting with all members – March 15<sup>th</sup>
- Meeting April 2<sup>nd</sup>
- Presentation April 3<sup>rd</sup>

# Decision Points for YRP – From April 2, 2017 Meeting

- Key messages
- Educational Exchange
- Communications - Restoration and Enhancement Project Priorities
- YRDFA Support
- Core Projects

# Message

- Primary Message:
  - **Sustaining salmon fisheries in times of conservation**
- Secondary Messages:
  - On-going need for conservation
  - “We are in this together”
  - “One river one family”
  - Need to put the salmon first
  - “Fish for your grandchildren”
  - Continued need for conservation
  - Conservation means different things to different people...it is all relative

# Educational Exchange

- 2017 Alaska to Yukon
- Theme/Focus:
  - Based on the primary and secondary messages above
  - Community-based salmon management plans to support conservation. Visit and meet with different Yukon communities to look at different perspectives and approaches to salmon conservation and fisheries.
  - Learn about culture and use.
  - Dual purpose:
    - Start with management discussion and then spend time at a fish camp/community.
  - Sister City Approach (like in the past) – reconnecting over two years/reciprocal.
  - Build connections and spend more time in a few places. Not as much rushing around.

# Ed. Exchange cont.

- Reporting:
  - Must report back and provide a presentation to their community, and/or school, and Panel. Can take the form of a slide show with photos, video testimonials, etc.
  - Participants must be made aware of this requirement.
  - May need to be resourced dependent on needs.
- Participants (a mix of):
  - Community leaders (Political, Elders, Resource People)
  - Fishers (young and seasoned)
  - Panel members (new members and long standing)
  - New agency staff.

# Proposed Communications R & E Selection Process

- “Core” projects (Preseason Meeting, Educational Exchange and Teleconference) no requirement for the R and E proposal, rather a two part (1) annual report and (2) review and recommendations for next year.
- YRP would pre-allocate funding the three “core” as these are internal projects delegated to contractors (i.e. YRDFA and YSSC).
- JCC would review the annual report and review and recommendations and provide feedback and directions on such items as theme, reporting and participants.



# Proposed Communications R & E Selection Process

- Other Communications projects fit into the regular R and E process with the following difference: reviewed by the JCC using a dedicated proposal evaluation and scoring criteria.
- JCC makes a recommendation to accept or not accept. If it does not accept then it does not make it back to the YRP. The YRP reviews those proposals put forward for review by the bi-lateral Panel as part of the regular process.

# Other items for discussion

- Items for future discussion:
- Stewardship projects
- Adding a communications component to all R and E projects
- Specific communications tactics and target markets discussion.

# Decision Points/Action Items for the YRP

- Key Message
- Education Exchange Feedback
- Proposed Communications R and E Selection Process
- YRDFA Resourcing to Participate in the JCC (\$5K USD)  
– Motion required?
- Core projects discussion (3 projects) ~ \$165K USD  
annually towards communications – Motion  
required?
  - Reviewed annually
  - Does not preclude additions/removals

# Themes

- 4
  - WORKING TOGETHER TO SUSTAIN FISH FOR OUR FUTURE
- 4
  - SUSTAINABLE SALMON FISHERIES IN TIMES OF CONSERVATION
- 3+
  - SUSTAINING SALMON CULTURE