



Wek'èezhì Renewable Resources Board 2025-2030 Communications Strategy

Communications Objectives:

- Ensure that the Wek'èezhì Renewable Resources Board (WRRB) upholds the intentions set out in its 2025-2030 Strategic Plan and conducts its work in accordance with the Board's goals. Goal number three of the Strategic Plan is to “continue to improve communications with Tłı̨chq̓ communities, governments, partners, and members of the public to promote the exchange of knowledge and culture. [As well as to] foster awareness of the Board, and its practices and decisions.”
- The purpose of this strategy is to provide a framework to guide the implementation of the Board's goals through communications, while continuing to build awareness of what the WRRB does as an institution of public government in the co-management of wildlife and wildlife habitat.
- Through sharing information and knowledge, the WRRB will continue its role as a co-management partner, and as an organization that builds awareness around issues facing wildlife and habitat in Wek'èezhì. In accordance with the Board's mandate, Tłı̨chq̓ language will continue to be incorporated into all activities, including social media postings, reports, and other forms of communication. The WRRB will continue to seek opportunities for collaboration with other partners, where appropriate.

Communications Vision:

- Continue to build the Board's reputation as a strong voice for the wildlife, habitat, and people in Wek'èezhì, as well as to continue to collaborate with other co-management partners in fulfillment of the Board's goals.

Communications Goals:

- Continuing to build relationships with community members, government agencies, and co-management partners is essential to fulfilling the WRRB's mandate. Communications play an integral role in the fulfillment of these goals, as well as the WRRB's success.
- The specific goals that will help fulfill the WRRB's mandate are:
 - Collaborating on co-management projects with parties who have wildlife management authority, continuing to engage in discourse with other agencies, and working on joint projects with organizations who do not have wildlife management authority (but may have authority in areas the WRRB does not) to reach more people, add legitimacy to the Board's work, and ensure the Board is maximizing its efforts on behalf of the wildlife, habitat, and people of Wek'èezhì.
 - Continuing to use plain language to allow for accessibility of information, as well as balance the use of Tłı̨chq̓ knowledge and science. Further, the Board will continue

- to use Tłıchq language, wherever possible, when referring to wildlife, plants, and forest species, as well as placenames.
- Reaching out to community schools and learning centres to connect with young people to provide educational opportunities with respect to the Board's work, and to ensure sustainability and conservation in Wek'èezhìi for years to come.

Who Communicates:

- The strategy is intended to give an overarching understanding of how communications should be conducted by the WRRB and staff, specifically, the Communications Officer.
- While each of the staff members will be responsible for communications as it relates to their specific roles, most of the accountability for communicating the Board's goals and responsibilities, news, updates, and actions taken will be done by the Communications Officer.

Audiences:

- The WRRB acts in the public's interest to manage wildlife and wildlife habitat in Wek'èezhìi. The primary audiences of the WRRB are Wek'èezhìi residents, specifically harvesters, youth, and elders, as well as residents of the Northwest Territories who have an interest in renewable resources in Wek'èezhìi.
- The WRRB also views the Tłıchq Government, the Government of the Northwest Territories, and the Government of Canada as part of its audience given their overlapping interests as co-management partners. Indigenous governments, whose lands border Wek'èezhìi, may have an interest in what the WRRB does, or be impacted by its work. These regional groups in the NWT include the Sahtú, Dehcho, Akaitcho, NWT Métis Nation, and North Slave Métis Alliance, as well as the Kitikmeot in Nunavut.
- Through its work concerning renewable resources, the WRRB has relationships and overlapping interests with other co-management boards, such as the Gwich'in and Sahtú Renewable Resources Boards, the Wildlife Management Advisory Committee (NWT), and the Wek'èezhìi Land and Water Board.
- The WRRB is responsible to other stakeholders, in the NWT and across Canada, both inside and outside of the renewable resources field. Those include Indigenous Government Organizations, Non-Governmental Organizations, Outfitters, and Industry.

Tools:

- Communications will be through social media, email, website updates, school and community visits, print media, radio, meetings/focus groups, and the public registry. The Communications Officer will use these methods to provide regular updates, share information, advertise events, and connect with community members.

Information Type:

- Content will be focused on sharing basic information about what the Board does and how it works, as well as how it represents the interests of community members. The WRRB will continue to communicate the work it does and topics of interest, including any WRRB decisions, projects the staff are working on, events being held in communities, and other information as appropriate.

Information Type	Audience	Suitable Tools
Who We Are – That the WRRB exists, and what the WRRB is for	Elders	<i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters
	Youth	<i>Digital:</i> webpage, social media, guest lecture, videos <i>Traditional:</i> feasts, community meetings/workshops, posters
	Community Members	<i>Digital:</i> webpage, social media <i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters
	Harvesters	<i>Digital:</i> webpage, Tłıchǫ Government (TG) Lands <i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters
	Clients	<i>Digital:</i> webpage, social media, videos <i>Traditional:</i> community meetings/workshops, posters
	Interested Public	<i>Traditional:</i> posters <i>Digital:</i> webpage, social media
	Other Co-Management Boards	<i>Traditional:</i> community meetings/workshops
	Our Land Claim Mandate –How the WRRB exists and how it relates to Tłıchǫ culture and communities	Elders
Youth		<i>Digital:</i> webpage, social media, guest lecture, videos <i>Traditional:</i> feasts, community meetings/workshops, posters <i>Digital:</i> webpage, social media

	Community Members	<p><i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters</p> <p><i>Digital:</i> webpage, TG Lands</p>
	Harvesters	<p><i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media</p>
	Clients	<p><i>Traditional:</i> community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media, videos</p>
	Interested Public	<p><i>Traditional:</i> posters</p> <p><i>Digital:</i> webpage, social media</p>
	Other Co-Management Boards	<p><i>Traditional:</i> community meetings/workshops</p>
<p>How We Work – Help people understand how the WRRB does its job (and when we can/can't share information)</p>	Elders	<p><i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters</p> <p><i>Digital:</i> webpage, social media, guest lecture, videos</p>
	Youth	<p><i>Traditional:</i> feasts, community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media</p>
	Community Members	<p><i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters</p> <p><i>Digital:</i> webpage, TG Lands</p>
	Harvesters	<p><i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media</p>

	Clients	<i>Traditional:</i> community meetings/workshops, posters
		<i>Digital:</i> webpage, social media, videos
	Interested Public	<i>Traditional:</i> posters
		<i>Digital:</i> webpage, social media
	Other Co-Management Boards	<i>Traditional:</i> community meetings/workshops
Decision and Recommendations – Share the outcomes of our decision-making and recommendation processes	Elders	<i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters
		<i>Digital:</i> webpage, social media, guest lecture, videos
	Youth	<i>Traditional:</i> feasts, community meetings/workshops, posters
		<i>Digital:</i> webpage, social media
	Community Members	<i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters
		<i>Digital:</i> webpage, TG Lands
	Harvesters	<i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters
		<i>Digital:</i> webpage, social media
	Clients	<i>Traditional:</i> community meetings/workshops, posters
		<i>Digital:</i> webpage, social media, videos
	Interested Public	<i>Traditional:</i> posters
		<i>Digital:</i> webpage, social media
	Other Co-Management Boards	<i>Traditional:</i> community meetings/workshops

Wildlife and Wildlife Habitat – Sharing general information on wildlife populations and related advice	Elders	<i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters
	Youth	<i>Digital:</i> webpage, social media, guest lecture, videos <i>Traditional:</i> feasts, community meetings/workshops, posters
	Community Members	<i>Digital:</i> webpage, social media <i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters <i>Digital:</i> webpage, TG Lands
	Harvesters	<i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters <i>Digital:</i> webpage, social media
	Clients	<i>Traditional:</i> community meetings/workshops, posters <i>Digital:</i> webpage, social media, videos
	Interested Public	<i>Traditional:</i> posters <i>Digital:</i> webpage, social media
	Other Co-Management Boards	<i>Traditional:</i> community meetings/workshops
Changes and Pressures Wildlife are Facing – Sharing information to help us all be better stewards	Elders	<i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters
	Youth	<i>Digital:</i> webpage, social media, guest lecture, videos <i>Traditional:</i> feasts, community meetings/workshops, posters <i>Digital:</i> webpage, social media

	Community Members	<p><i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters</p> <p><i>Digital:</i> webpage, TG Lands</p>
	Harvesters	<p><i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media, videos</p>
	Interested Public	<p><i>Traditional:</i> posters</p>
<p>Share Our Work – Sharing the outcomes of WRRB processes, including Traditional Knowledge where appropriate</p>	Elders	<p><i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters</p> <p><i>Digital:</i> webpage, social media, guest lecture, videos</p>
	Youth	<p><i>Traditional:</i> feasts, community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media</p>
	Community Members	<p><i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters</p> <p><i>Digital:</i> webpage, TG Lands</p>
	Harvesters	<p><i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media</p>
	Other Co-Management Boards	<p><i>Traditional:</i> community meetings/workshops</p>
<p>Co-Management Boards – Sharing general information on how co-management boards work and how they fit into</p>	Elders	<p><i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters</p>

Northern governance structures	Youth	<p><i>Digital:</i> webpage, social media, guest lecture, videos</p> <p><i>Traditional:</i> feasts, community meetings/workshops, posters</p>
	Community Members	<p><i>Digital:</i> webpage, social media</p> <p><i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters</p>
	Harvesters	<p><i>Digital:</i> webpage, TG Lands</p> <p><i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters</p>
	Clients	<p><i>Digital:</i> webpage, social media</p> <p><i>Traditional:</i> community meetings/workshops, posters</p>
	Interested Public	<p><i>Digital:</i> webpage, social media, videos</p> <p><i>Traditional:</i> posters</p>
Tłıchǫ Language – Ensuring as much use of Tłıchǫ language as possible, e.g., species names, etc.	Elders	<p><i>Traditional:</i> direct contact, feasts, community meetings/workshops, radio announcements, calendar, posters</p> <p><i>Digital:</i> webpage, social media, guest lecture, videos</p>
	Youth	<p><i>Traditional:</i> feasts, community meetings/workshops, posters</p> <p><i>Digital:</i> webpage, social media</p>
	Community Members	<p><i>Traditional:</i> feasts, community meetings/workshops, calendar, radio announcements, posters</p> <p><i>Digital:</i> webpage, TG Lands</p>
	Harvesters	<p><i>Traditional:</i> calendar, videos, radio announcements, feasts, community meetings/workshops, posters</p>

