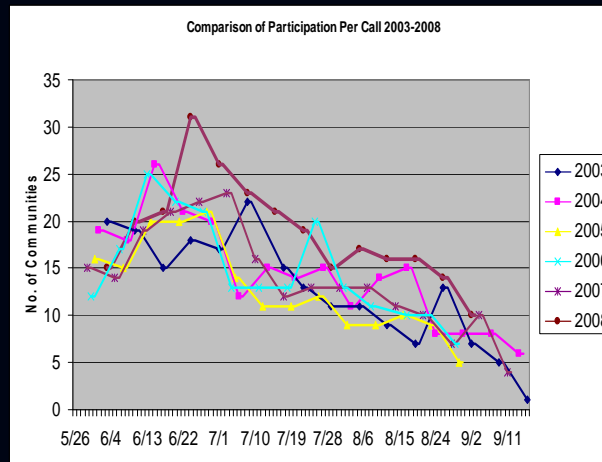


Yukon River Panel

Communications Committee Projects



Facilitated by Yukon River Drainage Fisheries Association

Highlighted Projects

- 2008 Inseason Management Teleconferences
- 2008 Educational Exchange



2008 Inseason Management Teleconferences

- 15th year of program
- 14 calls in 2008 season
- 45-120 minutes each
- Participants included:
 - Aboriginal, subsistence, commercial, and other fishers
 - ADF&G
 - USFWS
 - DFO
 - Inter-Tribal Consortiums
 - Processors
 - Other interested parties

Yukon River Drainage Fisheries Association

Yukon River In-Season Management Teleconferences

1:00 pm Alaska Time
2:00 pm Yukon Time
each Tuesday

Starting the first week in June

Tracking the run,
one week at a time

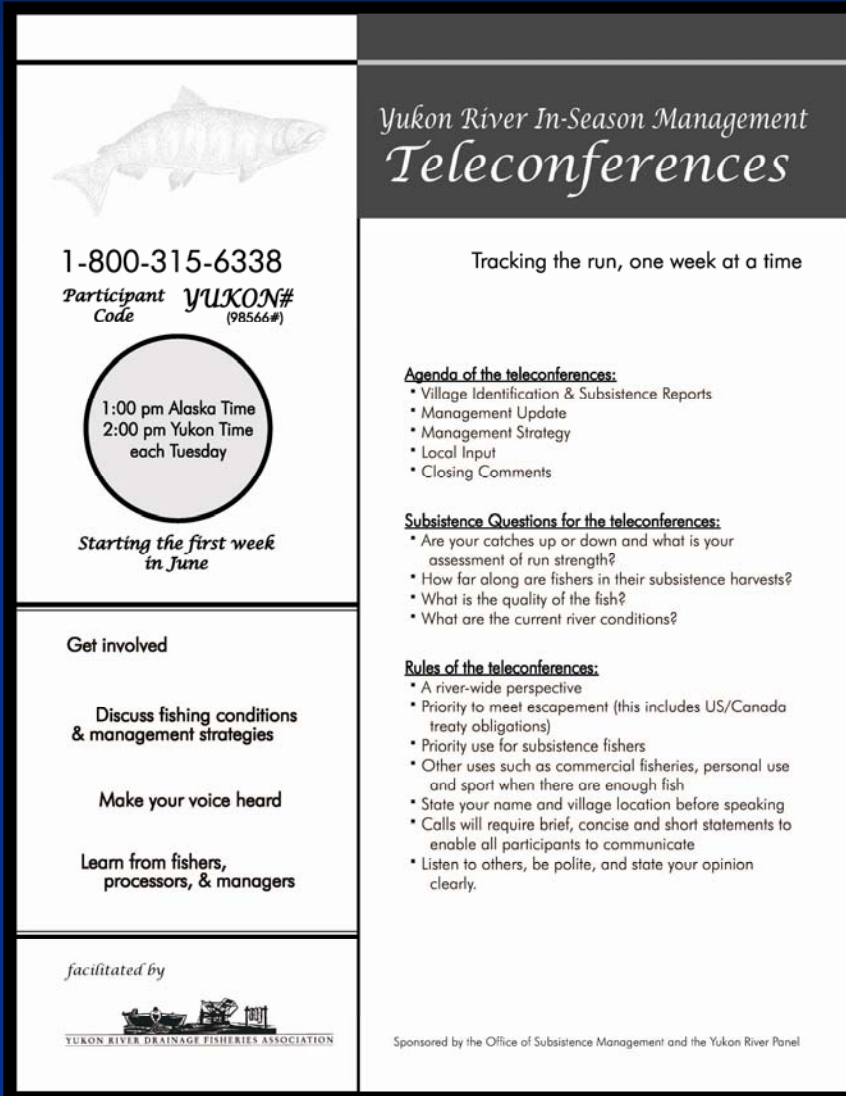
1-800-315-6338

PARTICIPANT CODE yukon# (98566#)

Teleconference Objectives

- Communications among users and managers
- Provide insights into management strategies
- Spread knowledge of conditions along the river
- Promote communication among users in different parts of river
- Promote communication between Alaskans and Canadians

Promotion of the Calls



The flyer is a vertical rectangular document with a white background and a dark blue header. At the top left is a detailed illustration of a salmon. The header text is in a serif font. Below the header, there is a phone number, a participant code, and a circular graphic containing the meeting schedule. The bottom section lists the goals of the teleconferences. The right side of the flyer contains the title, a subtitle, and three sections of bullet points: Agenda, Subsistence Questions, and Rules of the teleconferences. At the very bottom, there is a small logo for the Yukon River Drainage Fisheries Association and a sponsorship note.

*Yukon River In-Season Management
Teleconferences*

Tracking the run, one week at a time

1-800-315-6338
Participant Code **YUKON#**
(98566#)

1:00 pm Alaska Time
2:00 pm Yukon Time
each Tuesday

*Starting the first week
in June*


Get involved

Discuss fishing conditions
& management strategies

Make your voice heard

Learn from fishers,
processors, & managers

facilitated by


YUKON RIVER DRAINAGE FISHERIES ASSOCIATION

Agenda of the teleconferences:

- Village Identification & Subsistence Reports
- Management Update
- Management Strategy
- Local Input
- Closing Comments

Subsistence Questions for the teleconferences:

- Are your catches up or down and what is your assessment of run strength?
- How far along are fishers in their subsistence harvests?
- What is the quality of the fish?
- What are the current river conditions?

Rules of the teleconferences:

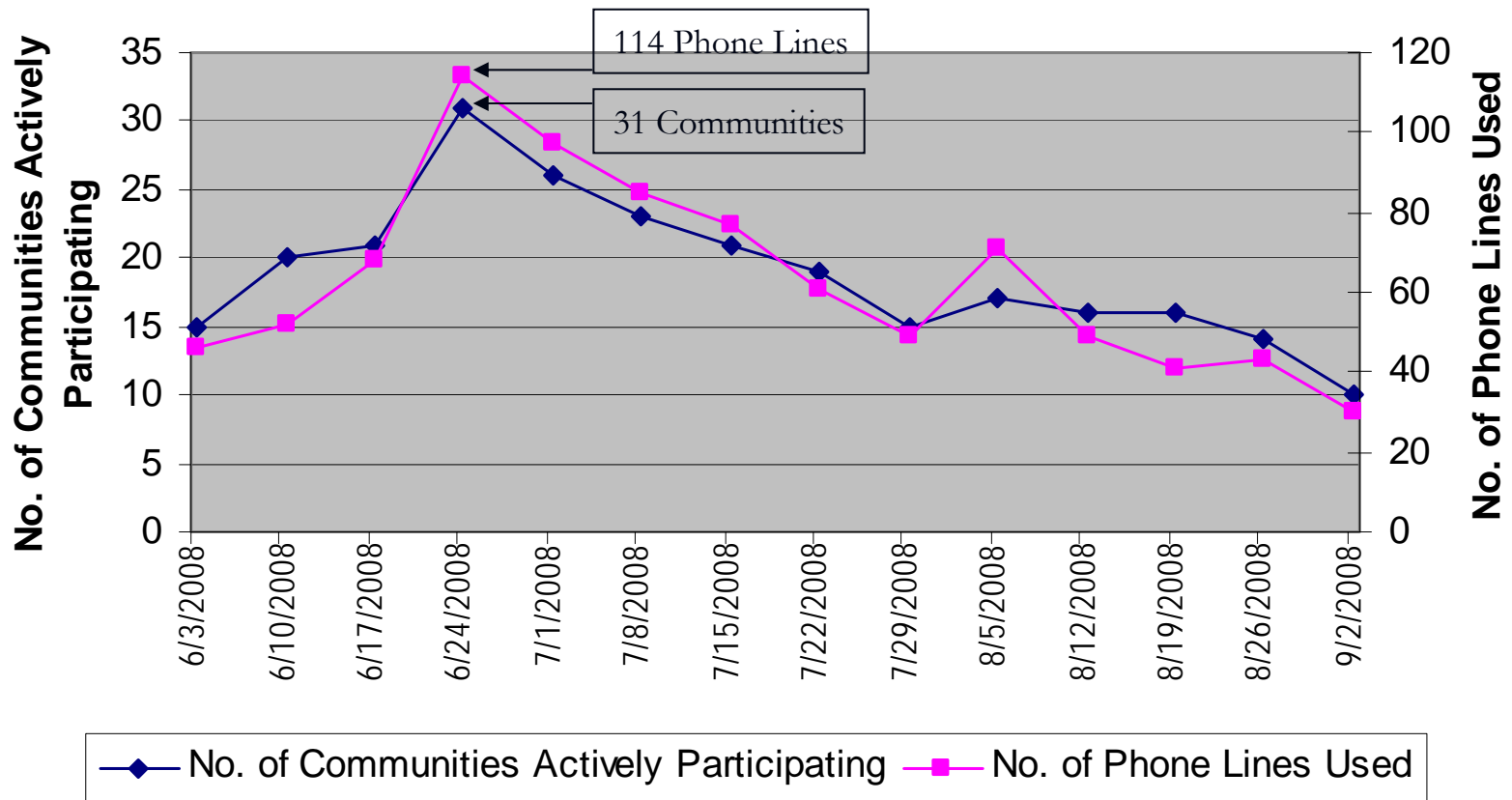
- A river-wide perspective
- Priority to meet escapement (this includes US/Canada treaty obligations)
- Priority use for subsistence fishers
- Other uses such as commercial fisheries, personal use and sport when there are enough fish
- State your name and village location before speaking
- Calls will require brief, concise and short statements to enable all participants to communicate
- Listen to others, be polite, and state your opinion clearly.

Sponsored by the Office of Subsistence Management and the Yukon River Panel

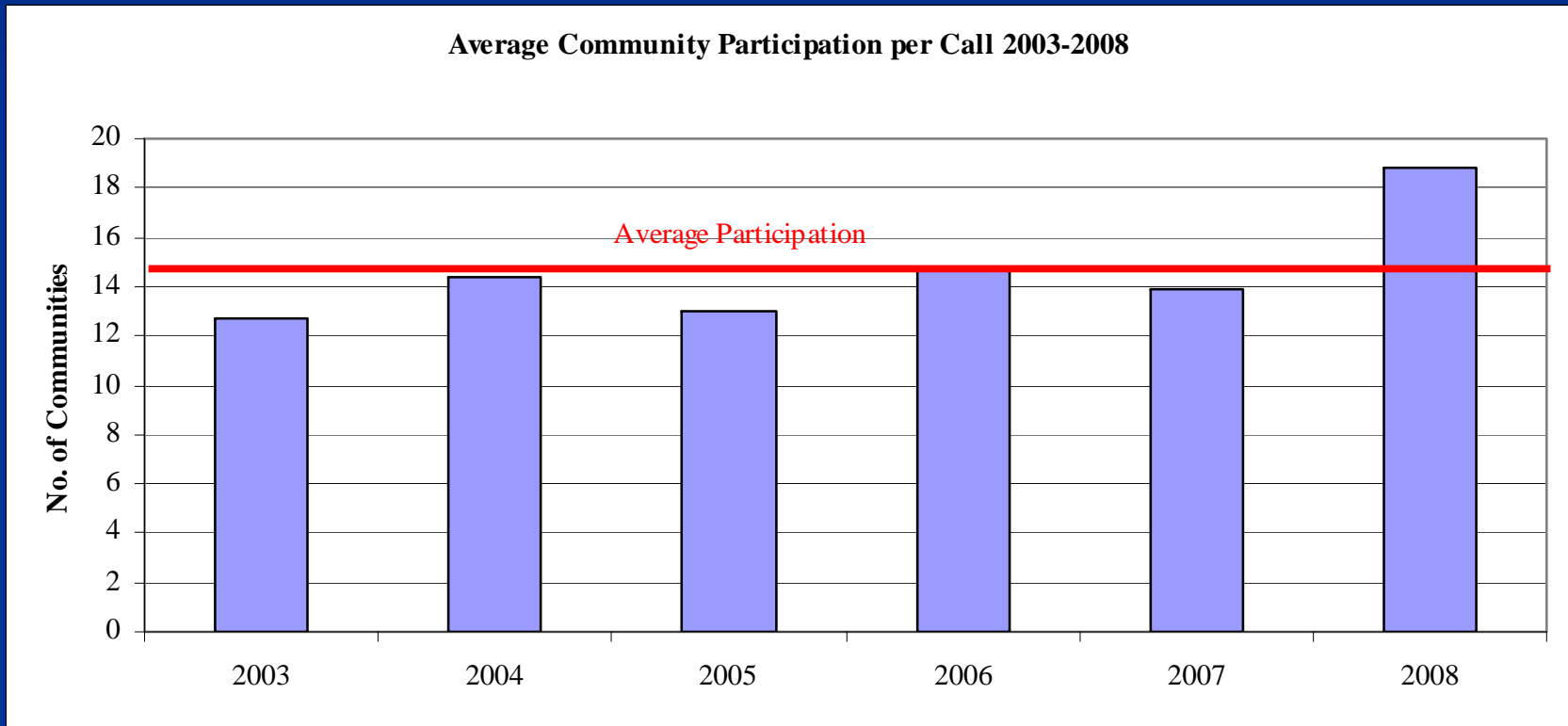
- Business cards and flyers mailed to more than 2,200 people and groups
- Magnets mailed to 2,000 of those addresses
- Emails sent to nearly 200 individuals

Teleconference Participation

Community Participation & Phone Line Usage

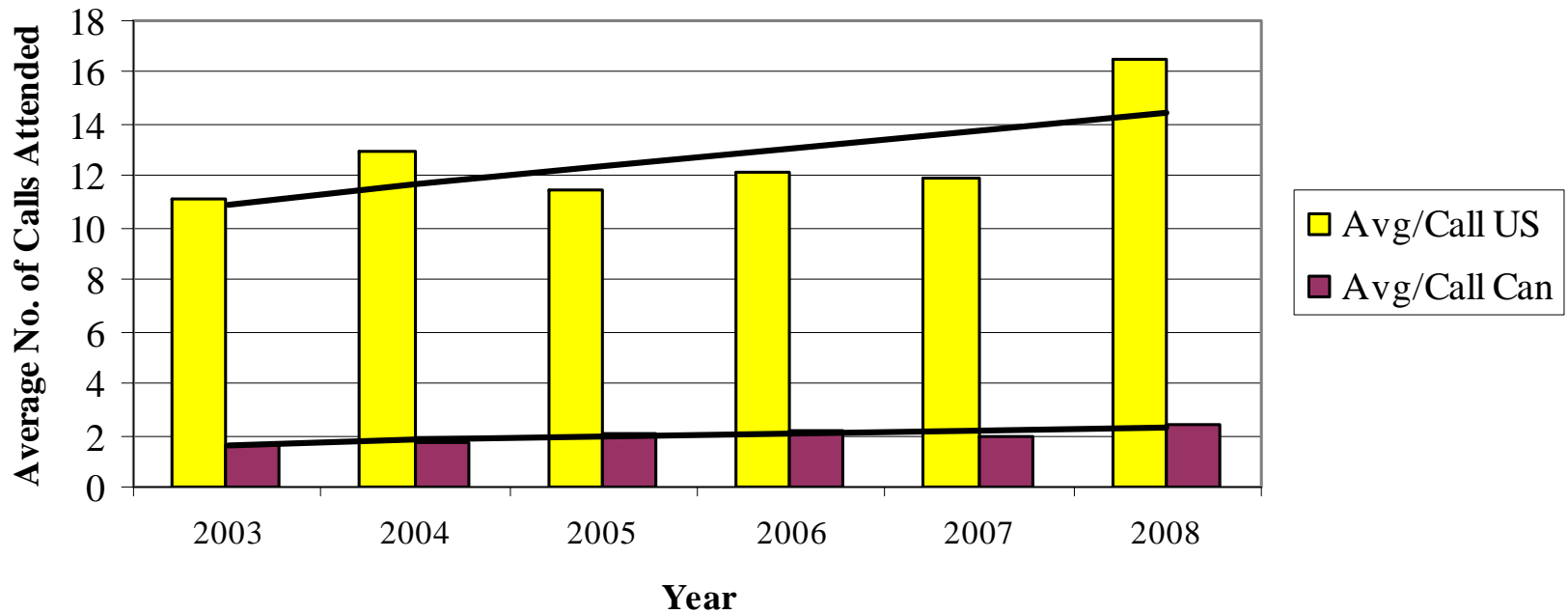


Average Participation Per Call (+37%)

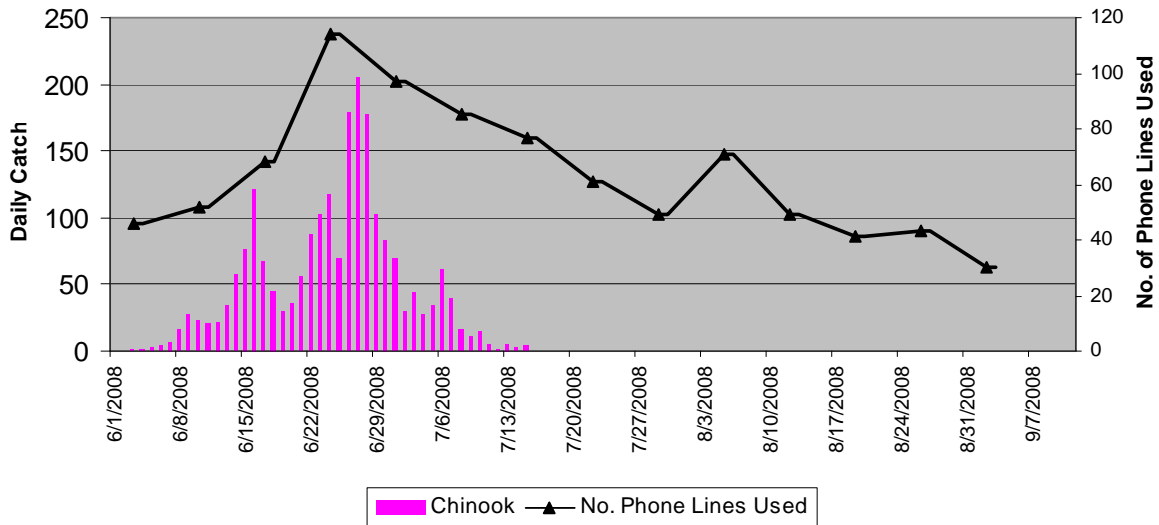


Participation Trend by Country

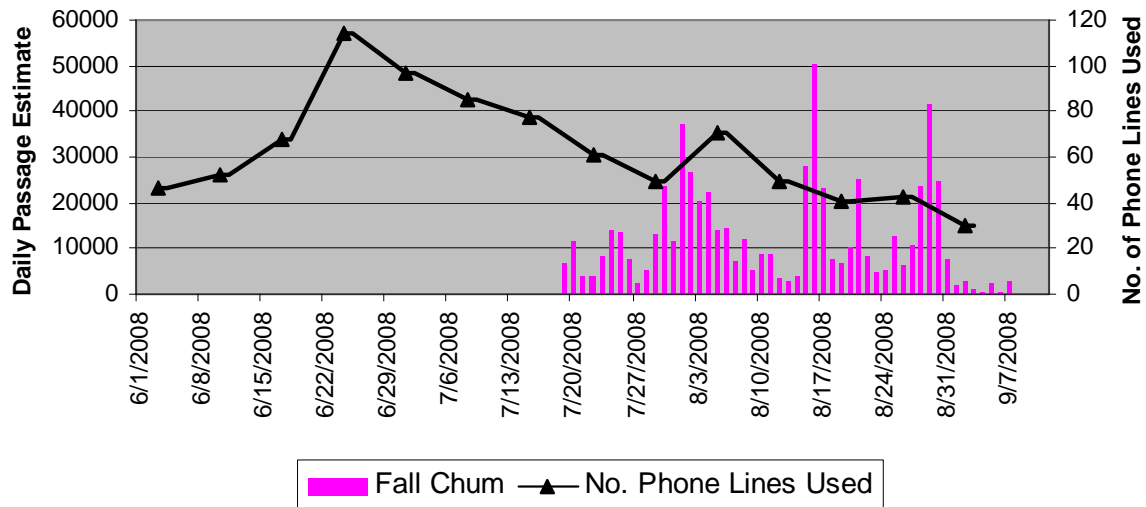
Comparison of Average Participation by U.S. & Canadian Communities
2003-2007



No. of Phone Lines Used vs Lower River Test Fisheries Daily Catch Estimates



No. of Phone Lines Used vs. Pilot Station Sonar Passage Estimates



Teleconference Outcomes

- Higher than average participation
- Fishers able to plan for run timing & conditions
- Fishers able to talk with and learn from each other
- Fishers learned management strategies
- Fishers shared their views/issues with management
- Managers solicited input from fishers
- Canadian & U.S. managers had regular means of communication

Post Season Survey

- Purpose: evaluate and improve the calls
- 3 fishers, 3 managers, 1 processor surveyed by phone
- Questions covered call promotion, agenda, length, and facilitation
- Primary suggestion: skip agency roll call and start with subsistence reports

2008 Educational Exchange: *Yukoners Visit Alaska*



Purpose & Objectives



- Promote understanding of *Yukon River Salmon Agreement*
- Build personal relationships and understanding
- Educate on current fisheries issues
- Increase community awareness

Exchange Recap

- 5 fishers of varying demographics from:
 - Whitehorse
 - Old Crow
 - Pelly Crossing (2)
 - Teslin
- Sites visited included:
 - Fairbanks
 - Emmonak
 - Pilot Station sonar
 - Tanana
 - The Rampart Rapids



Participant Selection



- Nominations sought from Panel Members
- Program promoted through emails to First Nations, RRC's, Fishing Associations, and fishermen in YT communities
- Returned applications (10) were evaluated by Communications Committee for suitability
- Participants were selected

Trip Highlights

- Shared knowledge with local fishers & local residents, Panel members & Elders
- Observed subsistence fishery & visited fish camps
- Met with ADF&G, USFWS, and BLM staff
- Observed Lower River Test Fishery, toured Pilot Station Sonar, & helped at Rapids Research Center
- Toured Interior Fish and Kwikpak processing plants
- Attended Nuchalawoyya festival
- Participated in a teleconference



Outcomes of Educational Exchange



- Participants Learned About
 - YR Salmon Agreement
 - Fisheries management
 - Factors affecting salmon
 - Importance of salmon in different regions
- Benefits Include
 - Relationships & understanding built across boundaries
 - Information shared between participants and:
 - host communities
 - home communities
 - fisheries stakeholders



Learning Through Experience



Proposed 2009 Communications Projects

- Inseason Management Teleconferences: \$7,500
- Educational Exchange (US to Canada): \$30,000
- Youth Education Workshops: \$19,000
- Social Marketing Campaign Development:
\$40,000
- Summer Season Preparedness Project: \$75,850
 - New Dates
 - Management Presence in Villages

Questions?

