



EMAB Communication Plan

September 2009

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Background

The Environmental Agreement requires that EMAB have a communications plan in place. (Article 14.2)

In 2002, the Environmental Monitoring Advisory Board contracted Outcrop to develop a communication strategy. In 2008, following a formal community engagement process, the Board developed a strategic plan. This Communication Plan was then developed based on the original Communication Strategy and the Strategic Plan.

Included is an assessment of the implementation of the original 2002 communication strategy. As the strategy was developed through extensive interviews with Board members, and based on the Environmental Agreement, it is appropriate to consider it in ongoing communication efforts.

Finally, also included, are the Communication Plan for Community Updates (new) and the Media Strategy (already approved).

2009 EMAB Communication Plan

Strategic Considerations

- EMAB's communications approach should be proactive – EMAB's position is positive, its activities are dedicated to ensuring that the environment is protected.
- With each event or project, when communications is an aspect of the event or project (such as community updates) a separate plan should be developed to take into account the communications environment, relationships related to the event or projects (with communities, Diavik, regulators etc.),
- EMAB's goal is to visit each community each year.
- Many of the processes in which EMAB is involved have immediate or, conversely, lengthy timelines. Every effort should be made to ensure communications efforts are well-timed.

Key Messages

Slogan:

WORKING WITH THE PEOPLE FOR THE ENVIRONMENT

Messages:

- EMAB and Diavik strive to have a constructive relationship. They work together to make sure the environment is protected.
- EMAB is an arm's length environmental advisory Board that serves as a public watchdog for Diavik Diamond Mines Inc., as well as regulators.
- Board members are the vital link between the Affected Communities and EMAB.
- EMAB works to make sure that the Affected Communities have a full awareness of EMAB activities. (For example: annual visits for updates...)
- EMAB encourages the Affected Communities to state what they want EMAB to do.
- EMAB makes recommendations, and conveys community concerns, to Diavik and regulators
- EMAB and its Board members are a source of information for the Affected Communities on the environmental monitoring of Diavik.
- EMAB is a source of information for anyone who wants to learn about environmental topics related to Diavik.

Plan

Objectives	Outcomes	Communications	Measures
Active and empowered Board members	<ul style="list-style-type: none"> ✓ Board members consistently have the tools in hand to communicate Board activities ✓ Board members have the information (in appropriate form) to answer EMAB-related questions ✓ Board members are engaged ✓ Board members enjoy a positive public profile ✓ Support EMAB initiatives 	<ul style="list-style-type: none"> ✓ PowerPoints, newsletter, fact sheets, website and other community update materials incorporate highlights of reviews, recommendations and participation in workshops; ✓ continue administration of survey including questions specifically related to material presented. ✓ individual communications plans developed for specific EMAB initiatives as required (Ex: community updates, capacity funding, monitoring with Traditional Knowledge) ✓ Board members report on EMAB – related activities at meetings and this information is summarized in newsletter, annual report and a new page on the website 	<ul style="list-style-type: none"> ✓ completion and delivery of PowerPoints for community updates at least a week in advance ✓ number of PowerPoint presentations; twice-yearly newsletter (April 15 and ??); circulation of reports ✓ access to EMAB staff; website updated monthly ✓ check in annually with Board members on level of satisfaction with communication materials ✓ use of pre-authorized days; attendance at Board meetings; number of presentations to Party ✓ number of public presentations; survey administered at community

			<p>meetings</p> <ul style="list-style-type: none"> ✓ survey results from all communities compiled in a table ✓ Board members' reports on their activities included on website ✓ media invited to attend public meetings (ensure leaders are OK with this)
Informed communities	<ul style="list-style-type: none"> ✓ Affected communities are informed about EMAB, including; <ul style="list-style-type: none"> ○ EMAB's mandate, ○ information related to the Environmental Agreement, ○ how EMAB watchdogs Diavik, ○ activities involving communities ○ outcome of activities involving 	<ul style="list-style-type: none"> ✓ PowerPoints, newsletter, fact sheets, website and other community update materials incorporate highlights of reviews, recommendations and participation in workshops; continue administration of survey including questions specifically related to material presented; follow up on requests for information; translators. ✓ Ads, PSA's, community radio and other media announcement of meetings 	<ul style="list-style-type: none"> ✓ annual meeting in each community; track number of people in attendance; make sure questions are followed up; make communications tools available and keep up to date – website, newsletter, annual report, fact sheets. Circulation of EMAB correspondence, workshop reports and other relevant documents ✓ meetings with environmental staff and presentations at

	<ul style="list-style-type: none"> communities ○ planned activities ○ EMAB's assessment of Diavik monitoring reports and state of environment at Diavik 	<ul style="list-style-type: none"> ✓ Media releases to alert public of successes or issues ✓ Development and delivery of brochure "How to get involved" ✓ Board members report on EMAB – related activities at meetings and this information is summarized in newsletter, annual report and a new page on the website ✓ Staff attends Aboriginal AGMs ✓ Materials translated when the Board sees fit 	<ul style="list-style-type: none"> schools; meetings with Party leaders ✓ survey results show satisfaction with information e.g. 4 or greater on a scale of 7 ✓ highlights incorporated into annual report ✓ ads submitted ✓ releases submitted ✓ media coverage tracked ✓ Brochure developed by X date
Access for community members	<ul style="list-style-type: none"> ✓ Community members know how to access information about EMAB and environmental topics related to Diavik ✓ Community members feel comfortable and able to reach their Board member 	<ul style="list-style-type: none"> ✓ add pages to website with biographical information on Board members ✓ section in newsletter identifying board members and contact info 	<ul style="list-style-type: none"> ✓ Survey shows community knows how to access Board member(s)
Informed public	<ul style="list-style-type: none"> ✓ The public knows that EMAB exists and what it does 	<ul style="list-style-type: none"> ✓ newsletter, fact sheets, website and other community update materials incorporate 	<ul style="list-style-type: none"> ✓ number of website hits; number of unsolicited emails; public registry kept up to date

	<ul style="list-style-type: none"> ✓ The public does not confuse EMAB with Diavik 	<p>highlights of reviews, recommendations and participation in workshops; (now that we're doing a public update in YK it might be appropriate to include PowerPoints on this list)</p> <ul style="list-style-type: none"> ✓ when possible, get “good news” stories into the media (see media plan) ✓ stage public updates for the Yellowknife area on an annual basis ✓ presentations to Yellowknife schools ✓ Christmas Open House ✓ Board members report on EMAB – related activities at meetings and this information is summarized in newsletter, annual report and a new page on the website 	<ul style="list-style-type: none"> ✓ proactive media approach ✓ assess media exposure annually
Informed Parties (including Diavik) / regulators	<ul style="list-style-type: none"> ✓ Diavik and regulators recognize EMAB’s role and understand EMAB’s priorities 	<ul style="list-style-type: none"> ✓ Invite regulators, where possible, to community/public updates ✓ Christmas Open House ✓ Board members report on EMAB – related activities at meetings and 	<ul style="list-style-type: none"> ✓ number of meetings with regulators; questionnaire ✓ meetings with Party leadership

		<p>this information is summarized in newsletter, annual report and a new page on the website</p>	
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Strategic Initiatives

Top priority (very important and urgent)

1. Write a communications plan including updating the proactive media relations plan. (Plan approved by Dec. 31)

Second priority (important)

2. Develop and administer appropriate plain language mechanism to conduct an evaluation of EMAB's role and performance, including Parties' satisfaction with implementation of EA as part of evaluation of Party satisfaction.
3. Continue public meetings/updates and pass on information in a way consistent with community needs. Report back to communities on actions taken on priority items.
4. Continue to publish an annual report, maintain a public registry and fulfill other EA requirements.

Implementation of the 2002 EMAB Communication Strategy

Target audience/Tools

1. Affected communities

- a. Community meetings with a PowerPoint presentation that includes lots of visuals

PowerPoints are created and will continue to be created. Over the last five years, they have become increasingly visual – though this often depends on the amount of information to communicate and who is presenting. They are always specific to the event and updated for each event.

- b. Face-to-face meetings

So far we've held face-to-face meetings in Kugluktuk, Lutsel K'e and with NSMA environment staff and committees. It would be valuable to pursue this method in each community, as it deepens the understanding community members can have about Diavik-related environmental topics.

- c. Open House, instead of meetings, with wall displays of photographs, maps and other visuals

EMAB holds a Christmas Open House annually, which doesn't normally include direct information-sharing. An open house in a community would not allow EMAB to share all the information necessary. An open house could be a secondary annual visit or folded in to a lengthier stay in the community. However the preferred form, as stated by communities, is a public update with presentation.

- d. Translation services at meetings and open houses

EMAB always arranges for translation

- e. Radio (community radio or CBC interviews)

EMAB has never had a presence on community radios. However, CBC has reported on items that involve EMAB. In addition, Public Service Announcements always go out via CBC and CKLB. A full list of community radios in EMAB's affected communities should be drafted and research done on how EMAB could have a presence.

- f. A toll-free line to communicate with the office

EMAB accepts collect calls.

2. Diavik

- a. An “Environmental Report Card” on Diavik activities and the performance of regulators.
EMAB has two summary report cards as part of its annual report: “what’s happening with the environment?” and “Recommendations,” which includes a grading system for responses.
- b. Monthly “Monitoring Activity Tracking Report” to Diavik (could also be used with communities and Parties) – this could also include issues raised by communities and studies or reports being reviewed.
EMAB does not do this.
- c. Environmental Monitoring Report Card
See a.
- d. Separate written reports on each matter on which EMAB is requesting action by Diavik
Each Board meeting binder addresses all EMAB topics with either a briefing or a short report.

3. Regulatory Authorities

- a. EMAB staff to have regular meetings (at least monthly) with inspectors who visit the Diavik mine site. Reports of these meetings should go to all members
The INAC inspector presents at EMAB Board meetings, reports are circulated to the Board members, the presentations are available at the EMAB office for anyone who wants them.
- b. Tracking report and Annual Report
Updated tracking report is available on the EMAB website and is published in the annual report, which is distributed to regulators. The annual report is produced each year.

4. Internal Board communications

- a. Regular written communication by either fax or email
The ED sends everything out to all members and a CC list
- b. Telephoned reports to the EMAB office by Board members who have difficulty with email.
The office communicates by telephone with Board members when email is not possible.
- c. Tracking report and environmental report card

Available on website and included in the annual report, which the board approves.

5. ENGO (Environmental Non-Governmental Organizations) and Public Interest Groups
 - a. A well-maintained website with information on EMAB activities and essential documents
www.emab.ca

Appendices

Communication Plan for Community Updates

1. Objectives:

People are:

- informed about the upcoming meetings
- aware of how important hearing from people is to EMAB and to the environment (related to Diavik)
- in attendance

EMAB seeks to

- inform communities
- gather input from communities
- have a presence in communities

2. Strategy:

Focus on community-based communication.

3. Tactics:

- a. A letter, already drafted and approved by the executive, will be sent to key community people.
- b. Press/advertising will include a combination of:
 - PSA announcements on CBC and CKLB and on any community radios
 - Announcements on the cable info channel

- Faxed out 8-1/2 by 11 posters to all band offices, health centres/nursing stations, co-ops, corporation offices etc. and possibly a repeated fax out
- Advertising in News/North in advance of the meetings (one ad, run twice, with all dates – second ad with only remaining dates, but thanking everyone who appeared at meetings already done.)
- Press release to all media announcing community consultations

c. Organization/duration of visits:

- Diavik invited to present monitoring results
- Three-day visits
- Board member to contact schools, environment committees, leadership, other individual community members as the Board member sees fit, and presentations/meetings are arranged if desired

d. Promotional items:

To follow.

4. Schedule.

To be developed for individual communities.

Media Strategy

1. Contents

- why EMAB would want media attention
- EMAB's stakeholders
- a list of media outlets
- methods
- key messages
- a list of possible activities in the coming year that might warrant media attention with the following categories:
 - purpose
 - message(s)
 - media outlet
 - timing
- the approval process

2. Purpose

The media can be approached as a collaborator to advance EMAB's goals. There are three basic reasons why EMAB might want to be in the news:

- to highlight positive EMAB activities, reinforcing EMAB's key messages
- to highlight an issue that EMAB has been working on for some time is not being resolved, or not being resolved adequately
- to highlight an important Diavik-related environmental issue that is being overlooked or ignored by either the company, the other Parties to the Environmental Agreement, or regulators

3. Stakeholders

EMAB's audience is:

- Affected Communities
- Diavik Diamond Mines Inc.
- Regulatory Authorities
- Environmental Non-Governmental Organizations (ENGO) and other special interest groups
- General public

4. Media Outlets

The Northwest Territories has several media outlets:

- News/North
- Yellowknifer
- CKLB
- CBC North Radio

- CBC North TV
- Community radio

Depending on the EMAB activity, print, radio or television, or a combination, will be identified as the preferred outlet(s).

5. Methods

There are three ways to include the media in an EMAB effort:

- the press release,
- a letter to the editor
- an op-ed piece published in the papers, which is essentially an unpaid guest column, clearly stating an opinion, signed by the Chair, and
- an invitation to join participants in an EMAB effort

6. Key Messages

Key messages come are included in the Communication Plan:

7. Target Activities

AGM/Annual Report/Open House

Purpose: To highlight positive EMAB activities, reinforcing EMAB's key messages.

Message(s): EMAB is a bridge among the communities, the regulators, and Diavik.

Media outlet: All outlets.

Method: Press release, with follow-up call.

Timing: After the AGM.

8. Process

Press material will be sent to the Board as a whole for comments. Changes will be made. The Executive Committee will give final approval.

In each case a spokesperson will be identified.

Other target activities:

- Workshops
- TK