

WMAN 2020 Webinars and Workshops

Hot Topics and Training Webinars:

WMAN hosted training webinars known as “Hot Topics” on timely topics of interest to WMAN participants. Our Hot Topics webinars included **“A Dialogue on Western Transboundary Watersheds and the Boundary Waters Treaty of 1909”** hosted by **Salmon Beyond Borders**. During this webinar, members of the U.S. - Canada International Joint Commission provided an overview of the Boundary Waters Treaty of 1909 and the mandate of the International Joint Commission. Indigenous leadership and key stakeholders provided perspectives on the U.S.-B.C. transboundary mining issue, and dialogued with each other and the Commissioners on perspectives, challenges, and opportunities. **“Impact Area Value for Mines,”** presented by **Fair Mining Collaborative**, outlined the calculator they are creating for determining the true extent of mining impacts when various criteria are entered into a formula. The calculator is used to assess and capture mining’s externalized costs to the land and water, and account for the cumulative impact mining projects have relative to others within a specific region.

We assisted **Resource Media** in organizing and planning two webinars, which involved WMAN panelists: **“Building Strategic Alliances to Block Mine Proposals”** and **“Communicating to Members and Supporters During the Pandemic.”** WMAN also co-hosted webinars organized for WMAN participants by **Earthworks**, including **“No More Mount Polleys: How Far Have We Come?”** and **“Mining Federal Regulatory Reform.”**

Resource Media webinars

April 2020: **Media relations and communications during the pandemic**

Liz Banse and Ben Long from Resource Media teamed up for a discussion on the communications and media relations choices and challenges for WMAN members during this time of crisis. We addressed questions like: How can WMAN members effectively get their message out? What is the right tone to use? Should we shift all of our messaging to connect to COVID-19? We shared examples of current partners and how they are managing communications strategies, and delved into messaging angles, opportunities and challenges in the hard rock mining space, especially in light of moves by the U.S. EPA and others to “take advantage” of the crisis to push through ill-thought-out proposals, pollution and other pandemonium.

May 2020: **Introduction to virtual meetings and equitable facilitation techniques**

Resource Media held a two-hour training session to give WMAN participants a grounding in facilitation techniques for online meetings. We shared best practices and a variety of tips on how to conduct engaging, accessible and equitable virtual meetings. Our content included best practices for facilitation, including effective icebreaker ideas, how to encourage attendee involvement and input, and decision-making processes in a virtual setting.

June 2020: **Data visualization**

“Flattening the curve” is 2020’s most infamous data visualization and provided an aha moment for millions of Americans at the start of the coronavirus pandemic. Data visualization is about telling the story behind the numbers and offers a powerful tool for communicating on mining issues. Resource Media ran through their best practices when presenting data through visualization formats like charts and graphs.

July 2020: **Graphic design best practices**

While the June session was oriented towards data scientists within WMAN, the July session was aimed at those leading outreach, marketing and communications. Resource Media led the group through basic principles in graphic design and layout.

August 2020: **Ask a reporter – a one-hour Q&A and discussion on best practices for pitching a story with NPR**

In this workshop facilitated by Resource Media, five months into the pandemic WMAN members heard directly from a member of the media, in this case, NPR. After covering media relations from the perspective of a journalist (e.g., what they need from WMAN groups who are pitching stories and ideas, and what flies and what dies with their editors), our guest reporters also went over the current state of the media in the pandemic. Finally, we closed out by hearing from this radio reporter what NPR likes to see in a good spokesperson for an issue.

October 2020: **Building strategic alliances panel discussion**

Resource Media facilitated a roundtable discussion highlighting WMAN members who have successfully built strategic alliances in their communities to influence or stop reckless

industrial-scale mine proposals. David Brooks of Montana Trout Unlimited (Smith River, Montana); Gayle Hartmann, Save the Scenic Santa Ritas (Rosemont Mine, Arizona); Henry Munoz, Concerned Citizens & Retired Miners Coalition (Oak Flat - Superior, Arizona); and John Perkins, Sustainable Northern Nova Scotia – Warwick Mountain gold project, Canada) described their strategies around relationship-building and organizing work, coupled with thoughtful communications, and that helped them build broad alliances to fight bad mine proposals and successfully pursue policy reforms. This was designed as a knowledge exchange to share with other WMAN members how they built unique bridges across their communities – from business owners to farmers and ranchers to recreationists – that demonstrated broad-based public support that could help move decisionmakers.

November 2020: **Outreach and communications panel discussion**

After the WMAN conference wrapped up, Resource Media hosted a final panel discussion on how four WMAN members are conducting outreach and communications with their supporters and other audiences during the pandemic. Scott Ki, Idaho Conservation League; Talia Boyd, Grand Canyon Trust; and Hannah Martin from the Mi'kmaw and a member of the Millbrook First Nation community and John Perkins, Sustainable Northern Nova Scotia, Canada, shared how they have adapted their communications to their supporters and other audiences.

December 2020: **Visual storytelling**

To close out 2020, Resource Media conducted a webinar on the science and strategy behind compelling visual storytelling. Photos can do so much more than words alone when you are trying to affect your audience's views or behavior. But which image should you select for your web page, Facebook post, flyer, mailer or online ad? What draws eyes? What delivers an impact that's memorable rather than missed? What gets people to click? To act? What doesn't? In this webinar, Liz Banse from Resource Media drew on recent research and examples from the field to teach key lessons on effective visual communications that will help WMAN members answer these questions for their mining campaigns.