

## How you can help promote the *Tribes Caring for Wetlands in Wisconsin Videos*

Thank you for helping amplify the promotion of these great videos during American Wetlands Month this May! In particular, we'll be launching a new video highlighting the wetland and watershed work of the Lac Courte Oreilles Band of Lake Superior Ojibwe, and we'll also be promoting the rest of the videos already released as part of this series.

On the following pages, you'll find easy-to-post content for your email newsletter, social media, and more to make it simple for you to share these videos with your audiences. WWA will release the Lac Courte Oreilles video on May 14, 2025, and we will promote the entire video series on May 17, 2025.

The videos are available for you to watch in advance on Vimeo, where you can also download them:

- [Sustaining Our Heritage: Caring for the Wetlands of the Lac Courte Oreilles Band of Lake Superior Ojibwe](#)
- [Tribes Caring for Wetlands in Wisconsin](#) (a Vimeo "Showcase" of the seven videos in this series to date featuring the Bad River, Lac Courte Oreilles, Oneida, and Red Cliff Tribes)

### HERE'S WHAT YOU CAN DO

- Share our [Facebook](#) and [LinkedIn](#) posts, adding any language you want to connect the posts to your work.
- Include a story in your email newsletter or print newsletter.

### OUTREACH TOOLKIT CONTENTS

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Find additional materials in this [Google Drive folder](#):

- Screenshots
- English caption files
- Logos for project partners
- Videos with captions burned in

If you are not able to access Google Drive, please email [Emily.Buck@WisconsinWetlands.org](mailto:Emily.Buck@WisconsinWetlands.org) to make other arrangements for getting these materials.

Questions? Contact [Katie.Beilfuss@WisconsinWetlands.org](mailto:Katie.Beilfuss@WisconsinWetlands.org). *Thank you!*

## SUGGESTED TEXT FOR EMAIL NEWSLETTER and/or BLOG

*Please adapt as needed and add your organization/agency name in to personalize the story; [video screenshots and captions available in this Google Drive folder](#).*

### Short version

#### **Wisconsin Tribes: Leading the way in protecting and restoring wetlands and watersheds**

The newest in a series of videos produced by the Wisconsin Wetlands Association, Wisconsin Tribal Conservation Advisory Council, and USDA-Natural Resources Conservation Service highlights the work of the Lac Courte Oreilles Band of Lake Superior Ojibwe in Northern Wisconsin. The Lac Courte Oreilles Band's Conservation Department is bringing back wetlands and wild rice after their reservation's wetlands and wild rice beds were completely destroyed more than 100 years ago by the creation of the Chippewa Flowage. Bringing back wetlands and wild rice is helping revitalize and sustain their culture and way of life. This work also helps maintain high water quality, manage flood waters, and provide vital habitat. The healthier natural environment provides opportunities for their people to hunt, fish, and gather what nature has provided and establishes relationships that will build a stronger community today and for future generations. These videos are part of a larger initiative by the partners to raise awareness of the vital work Tribes in Wisconsin are doing to protect and restore wetlands and watersheds. [View the videos at wisconsinwetlands.org/WiTribesCaringForWetlands](http://wisconsinwetlands.org/WiTribesCaringForWetlands).

### Longer version

#### **Wisconsin Tribes: Leading the way in protecting and restoring wetlands and watersheds**

Tribes in Wisconsin are doing vital work to protect and restore wetlands and watersheds. The Wisconsin Tribal Conservation Advisory Council, Wisconsin Wetlands Association, and USDA-Natural Resources Conservation Service have partnered with Tribes to raise awareness of this important work by producing short videos highlighting these stories.

In celebration of American Wetlands Month in May, the partners have released the latest in a series of videos featuring the wetland and watershed conservation work being done by the Tribes, this one highlighting the Lac Courte Oreilles Band of Lake Superior Ojibwe in Northern Wisconsin.

The long-term landscape approach Tribes take to protect and manage their water resources improves water quality, alleviates flooding, and provides habitat. Caring for wetlands and watersheds also helps to sustain their culture and way of life. The healthier natural environment provides opportunities for their people to hunt, fish, and gather what nature has provided and establishes relationships that will build a stronger community today and for future generations.

Some Tribes have lost wetlands and the food and medicines from these wetlands—food and medicines that once sustained them. In these cases, conservation efforts necessarily require restoring wetlands so Tribal members can again have access to the food and medicines they need for sustenance and traditional practices. Such is the case for the Lac Courte Oreilles. “We’ve really fought to get wild rice back onto our landscape,” says Melissa Lewis, Lac Courte Oreilles Tribal member and Conservation Department wetland specialist. “My hope in five to ten years is to have a rigorous ricing season. That all of our community members that want to rice, can rice.”

Generating and distributing video content is raising the visibility of the important work of Tribes and promoting examples of good wetland conservation in Wisconsin. The videos also help decision-makers and land managers understand how wetlands function and how they can care for them. Finally, telling these stories encourages broad-based understanding of wetlands and watersheds among the public.

Earlier videos in this series featured the work of the Oneida Nation in Northeast Wisconsin and the Bad River and Red Cliff Bands of the Lake Superior Tribe of Chippewa Indians in Northern Wisconsin.

[Check out these short videos to learn more about what Tribes are doing for Wisconsin's wetlands at wisconsinwetlands.org/WiTribesCaringForWetlands.](http://wisconsinwetlands.org/WiTribesCaringForWetlands)

## SAMPLE LANGUAGE FOR SOCIAL MEDIA PROMOTION

*Please adapt the following suggested text as needed to fit your organization's messaging, tone, etc.*

### MAY 14 –SUSTAINING OUR HERITAGE: CARING FOR THE WETLANDS OF THE LAC COURTE OREILLES BAND OF LAKE SUPERIOR OJIBWE

#### **Facebook & LinkedIn**

When posting to Facebook or LinkedIn, we recommend sharing the videos directly from [WWA's Facebook page](#) or [LinkedIn page](#) so that the videos auto-play for your audience.

*“One of the reasons we settled here at Lac Courte Oreille (Odaawaa-Zaaga'iganiing) was the rice beds that were located just to our East. The rice bed that we had here was enough to feed all the villages here, all the Native people.” - Rick St. Germaine*

*In 1923, the creation of the Chippewa Flowage drowned Lac Courte Oreilles villages and the wetlands that provided for the Tribe's needs, including wild rice. Today, the Tribe is working to restore resources lost to this man-made water body. Their work is improving and restoring wetland habitat and water quality and helping to provide for the needs of Tribal members.*

You might think about tagging: WTCAC (@WTCAC), WI Wetlands Assoc. (@WisconsinWetlands), Lac Courte Oreilles Band of Lake Superior Chippewa Indians (@lcoTribe),

## MAY 17 – WISCONSIN TRIBES: LEADING THE WAY IN PROTECTING AND RESTORING WETLANDS AND WATERSHEDS

*Please adapt the following suggested text as needed to fit your organization’s messaging, tone, etc.*

### **Facebook & LinkedIn**

*Have you watched the new video on the [Lac Courte Oreilles Band of Lake Superior Ojibwe](#)’s work to restore their wetlands? Did you know that it is part of a larger, ongoing series to highlight stories from other Tribes in Wisconsin? So far, there are six other videos that feature the stories of the [Oneida Nation](#), [Red Cliff Band of Lake Superior Chippewa Indians](#), and [Bad River Band of Lake Superior Chippewa](#), and with plans to tell even more.*

*The long-term landscape approach Tribes take to protect and manage their water resources improves water quality, alleviates flooding, and provides habitat. Caring for wetlands and watersheds also helps to sustain their culture and way of life. The healthier natural environment provides opportunities for their people to hunt, fish, and gather what nature has provided and establishes relationships that will build a stronger community today and for future generations.*

*Watch the whole series at <https://www.wisconsinwetlands.org/updates/wisconsin-tribes-leading-the-way-in-protecting-and-restoring-wetlands-and-watersheds/>*

You might think about tagging: Lac Courte Oreilles Tribe (@lcoTribe), Oneida Nation (@OneidaNationWI), Red Cliff Band of Lake Superior Chippewa Indians (@RedCliffTribe), Bad River Band of Lake Superior Chippewa Indians (@badrivergovt), WTCAC (@WTCAC), WI Wetlands Assoc. (@WisconsinWetlands).

## DESCRIPTIONS AND KEYWORDS FOR ALL VIDEOS IN THE SERIES

### [Wisconsin Tribes: Leading the way in protecting and restoring wetlands and watersheds](#)

The newest in a series of videos produced by the Wisconsin Wetlands Association, Wisconsin Tribal Conservation Advisory Council, and USDA-Natural Resources Conservation Service highlights the work of the Lac Courte Oreilles Band of Lake Superior Ojibwe in Northern Wisconsin. The Lac Courte Oreilles Band's Conservation Department is bringing back wetlands and wild rice after most of their reservation's wetlands and wild rice beds were completely destroyed more than 100 years ago by the creation of the Chippewa Flowage. Bringing back wetlands and wild rice is helping revitalize and sustain their culture and way of life. This work also helps maintain high water quality, manage flood waters, and provide vital habitat. The healthier natural environment provides opportunities for their people to hunt, fish, and gather what nature has provided and establishes relationships that will build a stronger community today and for future generations. These videos are part of a larger initiative by the partners to raise awareness of the vital work Tribes in Wisconsin are doing to protect and restore wetlands and watersheds.

### **Individual video descriptions:**

*View and download screenshots, caption files, video with burned in captions, and more from this [Google Drive folder](#).*

### [Sustaining Our Heritage: Caring for the Wetlands of the Lac Courte Oreilles Band of Lake Superior Ojibwe](#)

When the Lac Courte Oreilles Tribe selected the boundaries for their reservation in the 1850s, they carefully ensured that the reservation provided all the resources needed to sustain their community—that it was abundant with wild rice, fish, water, medicines, and other resources used for subsistence and in traditional practices. In 1923, despite Tribal objections, the Wisconsin/Minnesota Power and Light Company built the Winter Dam to create the Chippewa Flowage, an artificial lake covering 15,300 acres. This lake drowned not only Lac Courte Oreilles villages like Post but also all the wetlands that provided for the Tribe's needs, including wild rice. In the 1980s, the Tribe instituted a management plan to restore resources lost under the Flowage and to adapt to other challenges brought by this man-made water body. Their work is improving and restoring wetland habitat and water quality and helping to provide for the needs of Tribal members.

**Keywords:** wetlands, protection, restoration, tribes, manoomin, wild rice, habitat, water, Hayward, Chippewa Flowage, Chippewa River, culture, tradition, Anishinaabe, flooding, Ojibwe

### [Protecting our Waters: Wetland Conservation and the Red Cliff Band of Lake Superior Chippewa](#)

The Red Cliff Band of Lake Superior Chippewa, located on the southern shore of Lake Superior in the northernmost tip of Wisconsin, retains a strong cultural connection to the waters and lands of the region. Tribal members use a wealth of natural products from wetlands including fish (*gigoonh*), blueberries (*miinan*), cranberries (*aniibinin*, *mashkiigimin*), wild rice (*manoomin*), and many traditional medicines and plants used in ceremonies. Protection of tribal wetlands and the associated cultural resources and natural benefits like clean water and flood protection is critical for the health and welfare of tribal members. Learn how the Tribe recently increased its investment in these critical resources by establishing a wetland program to protect, monitor, and manage wetlands for future generations.

**Keywords:** wetlands, water, Bayfield, Superior, Red Cliff, tribes, watershed, Bayfield County, culture, tradition, Chippewa, Anishinaabe, flooding, water quality, protection

### [Water is life: Wetland conservation and the Bad River Band of Lake Superior Chippewa](#)

For the Bad River Band of Lake Superior Tribe of Chippewa Indians in Northern Wisconsin, water is life. Protecting water means protecting the watersheds that provide water for their Reservation and people from top to bottom, including uplands, floodplains, and globally important coastal wetlands along Lake Superior. It also means carefully monitoring their land and water resources and developing programs and policies to protect these resources for future generations. As a result of these efforts, the Tribe is protecting water quality, alleviating flooding, protecting habitat for fish and wildlife, and providing natural resources for their people's subsistence and cultural practices.

**Keywords:** wetlands, protection, restoration, Bad River, tribes, manoomin, wild rice, flooding, water quality, habitat, Superior, Ashland, Chequamegon, Ashland County, Mashkiiziibii, Chippewa, Anishinaabe

#### [Preserving a way of life: Wetland conservation and the Bad River Band of Lake Superior Chippewa](#)

The ancestors of today's Bad River Band of Lake Superior Tribe of Chippewa Indians in Northern Wisconsin followed a prophecy telling their people to travel westward to seek a new home "where the food grows on water." The vast beds of *manoomin* (wild rice) growing in what we now call the Kakagon-Bad River Sloughs on Lake Superior signaled to the travelers that they'd found this new home. Today, the Sloughs, which have received global recognition for their ecological and cultural importance, continue to provide the natural resources to meet the tribe's physical and cultural needs.

**Keywords:** wetlands, protection, restoration, Bad River, tribes, manoomin, wild rice, migration, Superior, Ashland, Chequamegon, Ashland County, Mashkiiziibii, Chippewa, Anishinaabe

#### [Managing watersheds in an age of climate change: Wetland conservation and the Bad River Band of Lake Superior Chippewa](#)

Our climate is changing. Along the shores of Lake Superior in Northern Wisconsin, one signal of these changes is the intense storm events that in recent years have dropped many inches of water in just a few hours. The Bad River Band of Lake Superior Tribe of Chippewa Indians is working with nature to help manage these changes. By protecting wetlands within the watersheds on their Reservation, Bad River is helping manage water from these big storms. Wetlands help slow the flow of water, disperse its energy, and allow the water to soak into the ground, which replenishes groundwater. These areas also provide habitat for wildlife and a more resilient tomorrow for future generations.

**Keywords:** wetlands, restoration, climate change, Bad River, tribes, watershed, flooding, erosion, water quality, Superior, Ashland, Chequamegon, Ashland County, Mashkiiziibii, Chippewa, Anishinaabe

#### [Creating a Path: Watershed Conservation and the Oneida Nation](#)

The Oneida Nation in Northeastern Wisconsin takes a long-term, landscape approach to protecting and restoring their reservation, developing their lands in a way that considers the natural environment. Their efforts to protect and restore wetlands are improving water quality, alleviating flooding, and providing habitat.

**Keywords:** wetlands, restoration, Oneida Nation, tribes, watershed, flooding, water quality, Northeastern Wisconsin, Green Bay, Fox River, Brown County, Outagamie County

#### [Planting a Seed: Revitalizing Land and Culture](#)

The landscape-scale wetland conservation work the Oneida Nation is doing in Northeastern Wisconsin is not only restoring nature on their reservation, it's also helping to revitalize their culture. The healthier natural environment not only provides opportunities for their people to hunt, fish, and gather what nature has provided, it also establishes relationships that will build a stronger community today and for future generations.

**Keywords:** wetlands, restoration, Oneida Nation, tribes, watershed, Northeastern Wisconsin, Green Bay, Fox River, Brown County, Outagamie County, culture, tradition, re-indigenization



## CODES FOR EMBEDDING THESE VIDEOS INTO YOUR WEBSITE

If you would like to incorporate into any of your webpages, give the following codes to your website manager. If you would like videos with the captions burned into them, please contact [Emily.buck@wisconsinwetlands.org](mailto:Emily.buck@wisconsinwetlands.org).

### **Embed the latest video:**

Sustaining Our Heritage: Caring for the Wetlands of the Lac Courte Oreilles Band of Lake Superior Ojibwe

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<div style="padding:56.25% 0 0 0;position:relative;"><iframe
src="https://player.vimeo.com/video/1080319795?badge=0&autoplay=0&player_id=0&
;app_id=58479" frameborder="0" allow="autoplay; fullscreen; picture-in-picture; clipboard-write;
encrypted-media" style="position:absolute;top:0;left:0;width:100%;height:100%;" title="Sustaining Our
Heritage: Caring for the Wetlands of the Lac Courte Oreilles Band of Lake Superior
Ojibwe"></iframe></div><script src="https://player.vimeo.com/api/player.js"></script>
```

### **Embed all seven videos (a “showcase” playlist with each video):**

Tribes Caring for Wetlands in Wisconsin

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<div style='padding:56.25% 0 0 0;position:relative;'><iframe
src='https://vimeo.com/showcase/10337814/embed' allowfullscreen frameborder='0'
style='position:absolute;top:0;left:0;width:100%;height:100%;'></iframe></div>
```

Embed codes for each individual video in the video series included in the ‘video details’ document provided in this [Google Drive folder](#).

## TEXT ABOUT PROJECT PARTNERS AND FUNDERS

Partners and funders of the latest video featuring the Lac Courte Oreilles Tribe:

*This video was produced in partnership by the Wisconsin Wetlands Association, Wisconsin Tribal Conservation Advisory Council, USDA-Natural Resources Conservation Service, and the Lac Courte Oreilles Band of Lake Superior Ojibwe. Additional financial support was provided by the Brookby Foundation, Forest County Potawatomi Foundation, and Ho-Chunk Gaming Madison.*

Partners and funders of the entire video series:

*These videos were produced in partnership by the Wisconsin Wetlands Association, Wisconsin Tribal Conservation Advisory Council, USDA-Natural Resources Conservation Service. Other project partners for this series include Lac Courte Oreilles Band of Lake Superior Ojibwe, Mashkiiziibii Natural Resources Department, Red Cliff Treaty Natural Resources Division, Bad River Band of Lake Superior Tribe of Chippewa Indians, and Red Cliff Band of Lake Superior Tribe of Chippewa Indians. Additional financial support was provided by the Brookby Foundation, Forest County Potawatomi Foundation, Great Lakes Restoration Initiative (Bureau of Indian Affairs), the Natural Resources Foundation of Wisconsin, and Ho-Chunk Gaming Madison.*