

2023 AGM Communication Committee Report

Members of the Communication Committee: Lori Goldman, Margaret Holmes, Sue Kirschmann, Henry Sielmann



The Communication Committee is focused on Goal 1 of our Mission Statement which is to “Inform Okanagan communities about the consequences of climate change and inspire them to take action.” We work towards this Goal by

- monitoring various news channels, media, and announcements made by industry, governments and like-minded organizations;
- publishing articles of interest on our Facebook, Twitter, and Instagram pages and on our website;
- issuing monthly newsletters focused on topics of current interest and relevant local events;
- organizing online “Deep Dive” webinars where members of the community share their expertise with attendees;
- recording these sessions and publishing them on the FTFO You Tube channel.

We now have over one thousand people that we contact monthly with our newsletter and political action campaigns. In addition we hosted nine “Deep Dive” webinars with 15 – 70 participants covering diverse topics such as

- Earth Day activities;
- the Fortis BC Okanagan Capacity Expansion gas pipeline;
- updates on the City of Penticton & RDOS climate initiatives;
- emission reduction options for residences and home energy audits; and
- domestic solar systems.