

2019 Communications Report – FTFO

Communications committee: Leanne McDonald, Kathleen Davies, Jim Beattie (web site); Margaret Holm and Gerry Flaman (media releases and newspaper articles). *Lori Goldman will be joining the committee as Jerry Flaman retires.*

Communications involves many avenues for First Things First Okanagan

1. **Monthly Newsletter:** we communicate with over 500 people each month providing updates on FTFO events and links to relevant climate change issues.
2. **Facebook page:** typically 150 people are reached with each post. Facebook promotes our events and is a chance to share links about climate action news.
 - Members should note that they are welcome to post interesting links or articles on our Facebook page
 - We occasionally advertise our events through Facebook and can reach a wider audience with as little as \$5-25.
3. **FTFO web site:**
 - We continue to improve the web site and now have a members' page where people can renew on line.
4. **Penticton Western column**
 - Jerry Flaman and Margaret Holm have written articles on electric vehicles and solar power and have an article pending on renewable natural gas. This also gives us an opportunity to promote our monthly events.
5. **Community Outreach**
 - FTFO produced new display panels and a new pamphlet this spring. Produced by Sue Kirschman and Margaret Holm, the new materials emphasize what the average person can do to lower their emissions and fight climate change.

6. Media releases

- FTFO press releases are regularly picked up by local media and we are generally pleased with the audiences attracted to our events.

We need your help with media and communications! Jerry Flaman is retiring from the board so we need help with writing articles, media releases and much more. Please contact Leanne if you are interested.