



**Communications & Outreach Update for Executive Committee Meeting, Friday, December 7, 2018**  
**Submitted by: Lisa Allan, Communications Specialist**

**Activities from November 2 – December 4, 2018:**

**Outreach Events**

*November 17, 2018 - Municipal Forum, Westlock, AB* – Full day forum to enhance watershed literacy & awareness, build relationships, share information, and discuss watershed management best practices with our Municipal partners. See <https://awc-wpac.ca/2018/11/municipal-forum-2018/> Full forum report to follow. There was an article published in the regional Town & Country.

*November 21, 2018 – Science Outreach @ Athabasca University* – Presentation by Marcel Macullo on “Managing Fish and Fisheries in the Athabasca Watershed: A Regional Perspective on a Province-wide Approach”. We co-sponsored the food & supplied door prizes. We ran Facebook advertising and reached 1,474 people with each person seeing the ad an average of 1.92 times, for \$20.00. There were two articles published, one in the Athabasca Advocate and one in the regional Town& Country. Blog post to follow.

*November 27, 2018* – Janet presented to Woodlands County Council. She also had an opportunity to meet with the Whitecourt Rotary Club. There was an article published in the Whitecourt Star which was published online. Shared to our social media.

*November 30, 2018 – Moonlight Madness* – We held an open house in the meeting room and displayed photos from R. G. Holmberg and James Hammond. Both photographers displayed their work from the Watershed. It was great local exposure, with about 75 people of all ages visiting. We ran a Facebook ad with 3,465 people reached, each person seeing the ad an average of 1.85 times for \$20.00.

**Communications Activities**

- Coordinated with Marie about items to track and work on while she is on maternity leave.
- Reviewed various document drafts prepared for the IWMP.
- Assisted with prepping for meetings and preparing minutes, including Communications, Education & Community Engagement Committee.
- Final preparations for Municipal Forum which included media advisory, additional email marketing to Municipalities, presentation coordination, agenda design, coordination with hotel and more.
- Drafted fundraising letters to be approved by Finance Committee.
- Met with Athabasca County, along with Janet, Bill Grieve and Margaret Anderson, regarding Tourism Centre at the Train Station.
- Worked with the team on organizing Moonlight Madness
- Some updates to website. Newsletter email service (MailChimp) reformatted which required some adjustments on the website.
- Social Media posting. Numbers were down for the month because due to time constraints, I didn't post on a daily basis.
- Newsletter numbers changed, as MailChimp reformatted and cleaned out some emails that were not valid. Over the past two weeks, we've had 6 new signups, which is the highest it's been since I have arrived.