

# 2014 ANNUAL GENERAL MEETING

*Communications & Outreach Team*



**Alberta  
Capital  
Airshed**

# Agenda

- Our Team
- Communications planning
- Website
- Social Media
- Outreach
- Future plans

## Communications & Outreach Team

- **Christa Broadfoot** Lehigh Cement
- **Amy Elefson** Lung Association
- **Phoenix Le** ESRD
- **Sarah Mate** Strathcona County
- **Karen Yeung** City of Edmonton
- **Alana Yim** SIA

# Communications Planning

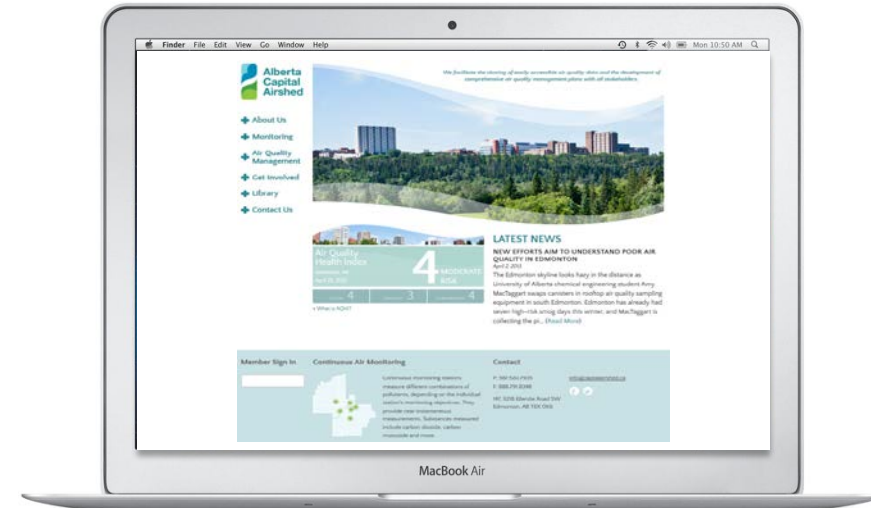
- Draft initiated at Board meeting April 30 – need to review, update and distribute
- Areas of focus
  - Community Engagement
  - Social Media
  - Corporate Outreach
  - Media relations
- Principles – proactive, timely, credible, supportive of members' needs

# Communications Planning

- **Goals**
  - Increase understanding of air quality
  - Increase awareness of AQ issues in the ACA region
  - Raise profile and reputation of ACA
  
- **Primary Audiences**
  - ACA Members
  - Area residents
  - Key stakeholders
  - Elected and senior administrative officials

# Website

- Launched in 2013
- Live AQ data from each station in ACA region
- Air Quality Health Index on front page
- AC Management plans
- Idle free toolkit
- Library



# Social Media

## ■ Twitter



- Launched in 2013
- So far, 882 tweets, 88 followers

## ■ YouTube



- Launched in 2013
- 7 videos posted
- 282 views



ACA  
@yegairshed



Following

Tonight's Air Quality Health Index (AQHI)  
for #yeg is:  
2 (Low risk)  
Get more info here: [ow.ly/ydvUB](http://ow.ly/ydvUB)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

70 PM - 19 Jun 2014



Highlights from the Odour Management Workshop



ABcapitalairshed · 7 videos

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# Outreach

- Displays
  - New displays developed
  - Video
  - Giveaways
- Participated in
  - Get Prepared Strathcona
  - Clean Air events





# Future

- Adding members
  - Bekki Hall, Inside Education
  - Meghan Myers, City of St. Albert
- Strategy meeting planned for July
  - Developing ACA / Clean Air presentation for schools
  - Events – ie. car emissions testing
  - Clean Air Day – regional coordination



## ***Breathing Together***

Video premiere