

**\*\*Project Information**

**1.What is your full name?** Climate Justice Saskatoon (CJS) – Shannon Wright, CJS Treasurer

**2.What is the name of your project?** Saskatoon Ad Campaign for Climate Action

**3.Please summarize your projects in a few sentences**

Funds received through this microgrant were used to purchase digital billboard advertising highlighting the abnormal smoky hot summers that people experience in Saskatoon and that “Sask has the Power to change”. We can’t continue with business as usual. SaskPower and the Saskatchewan government have a responsibility to transition away from fossil fuels and invest in clean, renewable energy.

**4.In terms of impact, what had you planned to achieve at the outset and what were you ultimately able to achieve? Please be as specific as possible and include how many people engaged in your project, what participants learned or did, and any feedback you got from your community.**

What we planned to achieve at the outset:

- Applied for \$2000 funding for a grassroots action plan with an advertising campaign (billboard/bus advertising, print advertising, social media ads, stickers) and social gatherings to inform and engage community members in response to extreme weather events to call on SaskPower and our Saskatchewan provincial government to be held accountable for fueling the climate crisis.

What we were able to achieve:

- Received \$1000 funding and “Make Polluters Pay” stickers from Small Change Fund through the HUB Microgrant program.
- Friday, August 30, 2024 from 6-9pm – hosted a special meeting with 10 individuals (CJS organizers) to brainstorm advertising slogans/options for this project. Identified volunteer leaders with the capacity to design ads and a committee of people willing to engage by email to discuss and provide feedback on the final designs. A volunteer organizer donated pizza/beverages and provided meeting space.
- Tuesday, September 3, 2024 from 1-3pm – Climate Justice Saskatoon and Saskatoon Climate Hub shared a table at University of Saskatchewan Campus Expo; Distributed Bookmarks (with CJS information) and “Make Polluters Pay” Stickers provided by HUB. CJS already had plans to attend this event, but we were able to share the stickers with students. NOTE: On this day, the sky was smoke-filled due to forest fires; 3 volunteers engaged directly with more than 100 students. Facebook post on this day reached 143 people with 2 likes.



- Saturday, September 7, 2024 from 11:30am – 1:30pm – CJS and Saskatoon Climate Hub hosted their monthly Bite Size Change event at Cliff Wright Library on the topic of writing letters to the editor. 10 individuals attended. We also discussed our proposed advertising campaign with attendees acknowledging Small Change Fund and HUB microgrant for their funding.
- September 17, 2024 – confirmed quote from DirectWest for Digital Billboard advertising; Total \$1858.50; includes 5% GST; 720 plays per day on each sign = 118,080 Total plays; Average Daily Viewers ~ 45,000



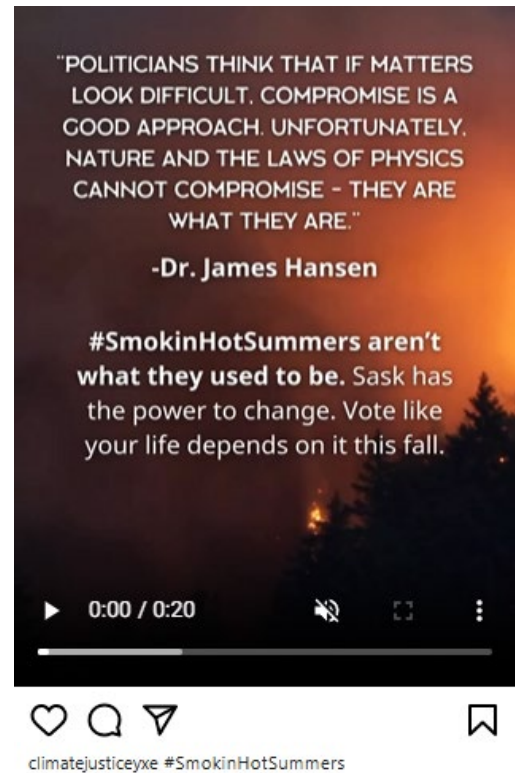
Direct West Billboard Location	Start Date (dd-mmm-yy)	End Date (dd-mmm-yy)
8th St E & Broadway Ave West Face	01-Oct-24	28-Oct-24
702 Circle Dr East Face	01-Oct-24	30-Oct-24
Circle Dr & Dudley St South Face	15-Oct-24	11-Nov-24
Idylwyld Dr & 29th St E North Face	15-Oct-24	31-Oct-24
Idylwyld Dr & 29th St E South Face	01-Nov-24	30-Nov-24
Circle Dr & Alberta Ave West Face	05-Nov-24	19-Nov-24
702 Circle Dr West Face	15-Nov-24	30-Nov-24



- September 24, 2024
  - Sent out CJS newsletter via mailchimp to inform our contacts (633 recipients; 294 opened) of our advertising campaign, acknowledge funding from Small Change Fund and Hub microgrant, and ask for donations; 7 individuals donated funds specifically for the ad campaign. <http://eepurl.com/iZZrf2>;
  - Blog post on our website: <https://climatejusticesaskatoon.ca/2024/09/24/smokin-hot-summer/>

- October 16, 2024 – Sent out CJS newsletter via mailchimp to inform our contacts (641 recipients; 322 opened) of our advertising campaign with ways to engage;  
<http://eepurl.com/i1qyEc>
- October 21, 2024 – #SmokinHotSummers reel on Facebook reached 51 people. Reel posted on Instagram reached 580 people with 44 likes/reactions and 8 shares.

October 22, 2024 – Facebook post reached 94 people with 6 likes and 3 shares; Instagram post reached 242 with 14 likes and 3 shares. We received only the 2 selfie photos (used to make facebook posts); Perhaps an incentive or contest was needed to encourage people to engage in this way.



**Climate Justice Saskatoon**  
Published by [Shannon Wright](#)  
October 22

Help us spread the message: SaskPower and the Saskatchewan government have a responsibility to transition away from fossil fuels and invest in clean, renewable energy.

<https://climatejusticesaskatoon.ca/.../smokin-hot-summer/>

**Take Your Selfie PHOTO**  
WITH OUR DIGITAL SIGN  
UPLOAD TO SOCIAL MEDIA AND TAG  
CLIMATE JUSTICE SASKATOON

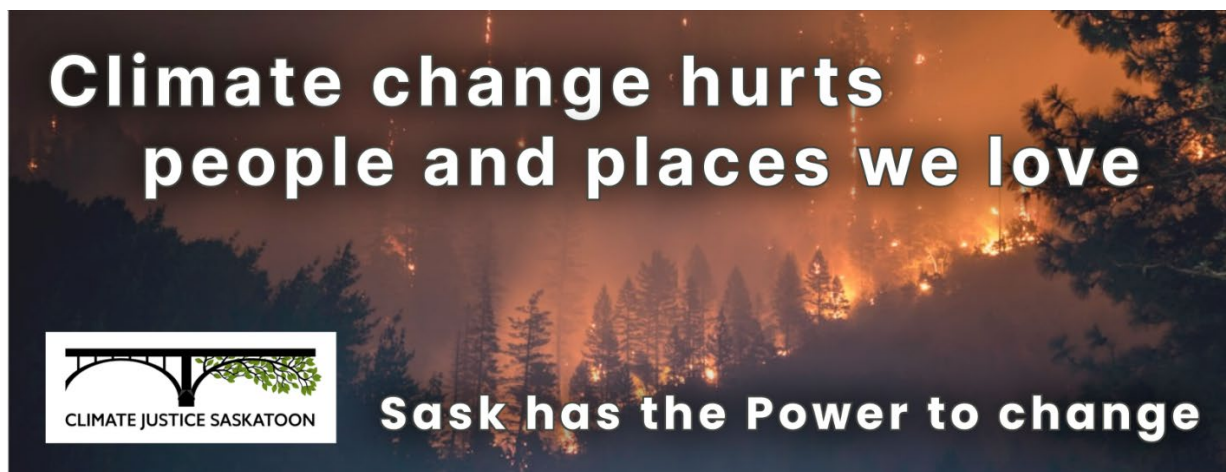
**SASK**  
*has the Power to change!*

**Smokin' Hot Summers**  
AREN'T WHAT THEY USED TO BE  
SASK HAS THE POWER TO CHANGE

CLIMATE JUSTICE SASKATOON

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Idylwyld Dr & 20th St E South Face	01-Nov-24	30-Nov-24
Circle Dr & Alberta Ave West Face	05-Nov-24	19-Nov-24
702 Circle Dr West Face	15-Nov-24	30-Nov-24

- November 5, 2024 – blog post on our website: <https://climatejusticesaskatoon.ca/2024/11/05/hold-corporate-polluters-accountable-sask-has-the-power-to-change/> to coincide with changes made to our digital advertising displays:



- November 16 - Sent out CJS newsletter via mailchimp to inform our contacts (642 recipients; 305 opened) regarding the changes to the advertising campaign; <http://eepurl.com/i4iNoU>
- November 30, 2024 – Facebook post reached 163 people with 15 likes



## 5. What were your major successes in bringing this project to life?

- BONUS: DirectWest was offering a promotional 60% discount for advertising for customers who booked before the end of September. These savings allowed us to spread our budget further and advertise longer. We were able to display ads on 7 digital signs at 5 locations in Saskatoon from October 1 – November 30. Note: normally DirectWest offers a 40% discount to non-profit organizations. Pattison (the other advertising agency we contacted) did not offer any discounts.
- Despite receiving only \$1000 from Small Change Fund through the HUB microgrant, we were able to raise an additional \$858.50 in donations from 7 individuals to cover the entire invoice from DirectWest for our 2-month Advertising campaign.
- Digital advertising allowed for us to easily change our message during the campaign. The design team at DirectWest was very quick and accommodating to help us make changes at no additional cost.
- Our website, social media (Facebook and Instagram), weekly radio show (on CFCR 90.5FM) & podcast (From the Ground Up), our mailchimp newsletter, and participation in community events allowed us to amplify our message and engage members of the community.
- Special thanks to our skilled and knowledgeable CJS volunteers who created the designs and invested their time to create content and make it all happen!
- Our ad campaign was timely – well coordinated with Special Court hearing in Regina (Oct 4) <https://climatejusticesaskatoon.ca/2024/10/05/standing-up-for-our-right-to-a-sustainable-future/>, The Saskatchewan provincial election (Oct 28), and the Saskatoon municipal election (Nov 13).
- CJS Website traffic stats show increased views and visits in April 2024 and October 2024 likely correlating with the special Court of Kings Bench hearings (<https://climatejusticesaskatoon.ca/projects/legal-action/>). Climate Justice Saskatoon is an applicant in the court action against SaskPower and the Saskatchewan Government and receives increased attention through news reports around these court hearing dates. It is difficult to determine whether or not the digital ad campaign had any effect on new visits to CJS website or new engagement with social media accounts, or the 8 new subscribers to our mailchimp newsletter.

## November 2024

Last update: 3:25 PM (Updates every 30 minutes)



## 6. What were your major challenges in bringing this project to life?

- Limited funding – Our initial idea was to place ads on the back/side of transit buses in Saskatoon. But after inquiries with Pattison we discovered that we would only have enough funds for signs on 1 or 2 buses. The estimated time and cost to produce and install the signs was also a limitation. The transit company also has requirements for the minimum number of signs and also recommends minimum 12 weeks of advertising. A bus advertising campaign would have needed a minimum \$3000 budget for 40 interior cards and \$5200 for signs on the back of only 6 buses.

- Messaging approval – The ad companies must approve your message and are upfront that they have rejected activist messaging in the past. In the case for advertising on city transit buses, both Pattison and the city transit company would need to approve the messaging. In the case of advertising with DirectWest, some sign locations are owned by other companies; TCU Place rejected our messaging and would not allow our advertising on the DirectWest sign on their property. Because of the need for messaging approval, I feel that our advertising message was not as strong/direct as it could have been in holding Government and Oil & Gas sector accountable.
- Was our ad campaign effective or impactful? It is really difficult to compete with the large amount of advertising dollars invested by the Oil and Gas industry to sway public opinion against environmental efforts. <https://www.cbc.ca/news/canada/saskatchewan/ijf-energy-united-social-media-carbon-tax-advertising-1.7392808> Also, Cenovus Energy currently has a national advertising campaign (with television ads, digital billboards, and likely a whole lot more) promoting “all the ways a strong Canadian oil and natural gas industry supports our daily lives” – “Helping Canada run smoothly”.
- It is nearly impossible to measure engagement and receive feedback from the people who view the digital billboard ads. These are people who are driving by, and we can’t interact with them specifically.

### **7. How did your project bring your community together? What grassroots groups/demographics/other communities were served by your project?**

This project was a way for our CJS volunteers to come together to brainstorm and use their skills and creativity to produce an ad campaign and communications to engage with the broader community in a way that we were not able to accomplish in the past. The digital display ads would have been seen by people who have likely never heard of Climate Justice Saskatoon before. CJS already has many communication tools and strategies (website, social media, mailchimp newsletter, radioshow/podcast, community events) to engage with the broader community, and we were able to use those tools to amplify the messaging in this digital billboard advertising campaign.

### **8. Do you have any plans to continue your project in the future?**

Without additional funding, there are currently no plans to continue the digital billboard advertising campaign. Billboard advertising is expensive. We must find a way to combat misinformation and educate the public about issues related to climate change.

### **9. If you answered yes to the last question, in what ways could we continue to support your project?**

If there is funding available, we would like to collaborate with organisations to counteract the prolific advertising campaigns supported by large corporations and the Oil and Gas industry. A unified ad campaign with specific messaging targeted at swaying public perception towards climate action and holding polluters accountable is necessary. The volunteers at Climate Justice Saskatoon have the capacity to engage with the community and amplify messaging through social media, our website, mailchimp newsletters, our radio show/podcast, and hosting community events and rallies.

### **10. What kinds of activist/grassroots group support would you like to see the HUB offer? (Please submit any ideas you have in mind, even if ambitious!) These suggestions could be for workshop topics on grassroots organizing skills, political education, different kinds of coaching and mentorship offerings. etc!**

We need a national strategy to bring all groups together to amplify a unified message for climate action. The All of Us Together campaign by 350.org might be such an example. Tools, training, and resources are all helpful to support volunteer groups across the country.

### **11. Please share any feedback you have on our microgrant program -- what went well and what could be improved?**

The process to apply and receive the funds was simple. This final report template allows for a thorough summary of the project. We appreciate the opportunity to collaborate with the HUB and receive funding through the Small Change Fund. We look forward to further opportunities to continue this important work.