

Fraser Salmon & Watersheds Program



Fraser Basin Council



2009/10 FINAL REPORT

FSWP File Number* 07350-35/FSWP09 LR 46EE

* Please use the FSWP File Number provided in previous FSWP project correspondence.

1. Project Information

1.1. Project Title

Up Your Watershed!

1.2. Proponent's Legal Name

Artist Response Team

1.3. Project Location

Vancouver, Surrey, Williams Lake

1.4. Contact for this report

Name:Holly Arntzen

Phone:250 324-3402

Email:artistresponseteam@shaw.ca

1.5 Funding Amount

Original Approved Grant Amount:	Total FSWP Expenditures:	Final Invoice Amount:	Final Non-FSWP leveraging, including cash and in-kind:
\$30,000	\$30,000	\$6,000	\$48,350

2. Project Summary

Please provide a single paragraph describing your project, its objectives, and the results. As this summary may be used in program communications, clearly state the issue(s) that were addressed and avoid overly technical descriptions. Maximum 300 words.

Up Your Watershed! Concerts took place in Vancouver, Surrey and Williams Lake. Overall, approximately 750 students performed to about 1400 audience members. Prior to the concerts, students learned a body of songs about salmon conservation, watershed stewardship and the environment. Students also wrote song introductions and read them aloud at the concerts, telling audience members what they can do to help salmon and water supplies. The week leading up to the performance, Holly, Kevin and their apprentice artists (being trained to replicate the program), worked with students and teachers in rehearsals and discussions to further education with the issues. Students then relayed that education to audience members through song and speeches at the concert. Through overwhelming feedback from parents and teachers after the concerts, a lot of people were deeply moved and had made personal commitments to share new knowledge in the community and make positive change to help further environmental action. For each show a professional DVD was produced and 140 were purchased. Video excerpts from the concerts have also been posted on YouTube. The

project theme song, Up Your Watershed!, has received over 1200 views to date and has been promoted through many networks.

OPTIONAL Please give a short statement (up to 100 words) of the most compelling activity or outcome from your project.

Most compelling outcomes;

- 1) the high quality of the new songs created in the course of doing the Up Your Watershed! tour, including Up Your Watershed!, Creatures of Habitat and Blue Sky;
- 2) the impact these songs had on student singers and audiences: they loved them!
- 3) the great amount of value-added publicity and media exposure the concerts gained;
- 4) the production of THREE song videos (only one was promised)
- 5) the quality of the concerts, and the overwhelmingly positive audience response—standing ovations every time;
- 6) new funding partners and new community partners brought in;
- 7) return on investment: New Artist Team trained, fall 2010 tour in production now;
- 8) legacy: new album, I Am The Future, to be released spring 2010, featuring all three new songs.

3. Final Project Results and Effectiveness

3.1 Copy EXPECTED OUTCOMES from your detailed proposal and insert into this section. Add additional rows as needed. Then please list the FINAL OUTCOMES (the tangible end products resulting from this work) associated with expected outcome.

If FINAL OUTCOMES differ from the original EXPECTED OUTCOMES please describe why, and the implications for the project.

EXPECTED OUTCOMES	FINAL OUTCOMES
1. Protect the ecological integrity of watersheds and salmon habitats in the Fraser Basin.	We can't say for sure because we don't have the capacity to do followup evaluation on actions undertaken. This was an unrealistic outcome for us to define. All we know for sure is that the teachers, students and audience members all loved the program.
2. Provide a platform for local conservation groups to achieve education and outreach in schools and, facilitate behavior change in the broader community.	In Williams Lake the Cariboo Chilcoten Conservation Society played a central role, facilitated the school participation, and addressed the audience at the concert, made up of people from all walks of life. In Vancouver and Surrey, the Stream of Dreams fish were paraded by children on stage, and the audience informed about the significance of the painted wooden fish they see on school fences: "All drains lead to fish habitat!"

<p>3. Bring the community together to celebrate our precious, incredibly beautiful natural heritage, and inspire citizens young and old to work together to protect it.</p>	<p>In the course of the tour a diverse group of organizations came together, including schools, businesses, community and environmental organizations, local governments and media, to celebrate and promote the concerts and their message.</p>
<p>4. Build connections amongst the communities located on the Fraser River, and build a sense in citizens of “critical mass” of action being taken collectively to protect wild salmon.</p>	<p>Our self-made media campaign—posting videos to YouTube, producing and selling concert DVDs, Facebook promotion, and Letters of Response—and being asked to come to the Skeena Watershed in 2011, are best evidence of connections built.</p>

3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives. Please identify the indicators you have used to measure the effectiveness of your project. Please include any notable successes or challenges.

The best measure of the effectiveness of Up Your Watershed! is in the “value-added” that occurred.

1400 students and their teachers in seven different schools made watershed and salmon education a major focus in the weeks leading up to the concerts. Students created essays about the issues, and delivered these live. Teachers and parents wrote us “rave” letters.

Public and media exposure exceeded our expectations. We planned to produce one video for the Up Your Watershed! song. In the end we produced four song videos that were posted to YouTube (Blue Sky, Creatures of Habitat, I Am the Future) featuring live footage from the concerts. Full DVDs were created of each of the concerts, and sold into the school communities. Facebook promotion was significant, especially through the New Artist Team, and Rachael Chatoor. We attracted funding partners, including the Daybreak Rotary Club in Williams Lake, The Co-operators Insurance, Vancouver Arbutus Rotary Club.

The City of Surrey sent Councillor Barinder Rasode to inform the audience about sustainability and watershed initiatives. LagaciesNow 2010 provided funding for the Blue Sky song recording.

At the Norman Rothstein show, the connection between multiculturalism and environmental action was made when David Lloyd George school celebrated the release of their “Journey’s” book featuring essays written by immigrant children about their experiences coming into Canadian culture. In the concert they introduced their remarks by linking the watershed they came from in their home country to the one they’re living in now.

Our biggest challenge was the 2009 funding cuts to school Parent Advisory Councils (they lost their Gaming Funds from the BC government), which meant we had very little revenue from school fees. We had to scramble to replace these funds. Our big success is that we did!

3.3 REQUIRED: attach all DOCUMENTATION of Final Outcomes, and LIST attachments here. These may include technical reports, maps, photos, evidence of communications, lists of meeting participants, etc.

1. Media articles
 2. Concert program Williams Lake
 3. Concert program Surrey
 4. Concert program Vancouver
 5. Letters (more have been requested, and not yet supplied)
 6. Press release Williams Lake
 7. Press release Surrey
 8. Press release Vancouver
- In addition, we are sending by hard copy:
- a) Live concert DVD, Williams Lake
 - b) Live concert DVD, Surrey
 - c) Live concert DVD, Vancouver
- As well as a preview copy of ART’s new CD, “I Am The Future”, featuring the three new theme songs in the concerts: “Up Your Watershed!”, “Creatures of Habitat” and “Blue Sky”.

3.4 Please describe how the benefits of this project will be sustained and/or be built upon into the future. What are the planned next steps, or recommendations for further work, if applicable?

- a) There is a New Artist Team trained and ready to deliver school programs: Rachael Chatoor and Shawn Soucy;
- b) We have a fall 2010 Up Your Watershed! tour in the works, that will continue to engage and educate about salmon conservation.
- c) Our new album, "I Am The Future" will be released this spring, featuring all four of the new songs; it will be listened to, and the messages received by, thousands more people over a period of years.
- d) ART's network of partners is still in place, and supportive; we aim to expand it.

We recommend that FSWP and PSF bring us in to talk directly with your committee members, and make sure they attend at least one live concert. People need to be educated about the essential role of culture in reaching the broad public, to engage and inspire people to take action on watershed and salmon conservation. In addition to the on-the-ground work of stream restoration and hatchery support, people have to be informed enough to support long term policies undertaken by our governments to address big issues such as climate change and deforestation. The best way for FSWP and PSF folks to understand what Up Your Watershed! is accomplishing, both in terms of audience impact, and life-long memories for children, is to experience a live concert.

We have a formal academic research project being undertaken at the Masters level, investigating why and how ART's Voices of Nature (and Up Your Watershed!) community outreach model works.

"This thesis presents evidence that music can intensify environmental concern and action among students and that, through intergenerational transfer, this motivation can be transferred to their parents. The study investigates the effect of a visiting environmental musician program in schools. Each visit involves: approximately 6 weeks of preparation during which classroom teachers teach students pre-determined environmental songs; several days' visit by the musical team; and a final evening concert with professional backup musicians on stage. Through interviews with environmental musician Holly Arntzen, and some of the teachers and parents involved in her program, the study investigates how Holly intensifies students' feelings for nature and how she works to increase their concern for the environment and willingness to take action. Long-term effects on the feelings and behavior of students, teachers and parents form a critical part of the study." **(Elnora Larder, Royal Roads University. Rick Kool, Department Head)**

This research will provide the evaluation and evidence needed to pry loose more funding and government and corporate support for cultural work that involves youth, environmental education and community outreach.

3.5 What are the top three lessons learned from this project that could be useful to communicate to others doing similar work in the Basin?

1. Secure support of on-the-ground community groups to be the local liason body in any given location.
2. Recruit big corporate partners.
3. Produce a province-wide media campaign.