**Ontario Breeding Bird Atlas-3**

**Communication Toolkit (Newsletters)**

**Example Newsletter Text (short version)**

The third [Ontario Breeding Bird Atlas (Atlas-3)](http://www.birdsontario.org) is a collaboration that aims to map the abundance and distribution of the nearly 300 bird species breeding in Ontario. This enormous community science project, which runs from 2021 to 2025, is only achievable through the participation of thousands of volunteers across the province.

Atlas-3 information will guide conservation efforts and will help researchers, community planners, resource managers and others to better understand how bird populations have changed from Ontario’s Atlas-1 (1981–85) and Atlas-2 (2001–05).

There is a role for everyone! Whether you are new to birding, an experienced birder or anywhere in between, the Atlas-3 team invites your participation. If you would like to participate, we encourage you to [register](https://birdscanada.org/birdmon/onatlas/register.jsp) online. You will then be put in touch with your local Atlas-3 Regional Coordinator. You can also contact [atlas@birdsontario.org](mailto:atlas@birdsontario.org) or 519-586-3531 ext 123. You can also view the Atlas-3 videos on the Atlas [YouTube channel](https://www.youtube.com/channel/UC378lRI2UmxlCE3PMJG0D7A) or the links below.

Ontario Breeding Bird Atlas Launch: [Introduction to Atlassing](https://youtu.be/8ydQMGT7xwY)

Ontario Breeding Bird Atlas Launch Event: [Beginner Atlassing](https://youtu.be/Bcj4lj1WgFo)

Ontario Breeding Bird Atlas Launch: [Young Birders](https://youtu.be/4wNVSSIuHaQ)

**Example Newsletter Text (longer version)**

The third [Ontario Breeding Bird Atlas (Atlas-3)](http://www.birdsontario.org) is a collaboration that aims to map the abundance and distribution of the nearly 300 bird species breeding in Ontario. This enormous community science project, which runs from 2021 to 2025, is only achievable through the participation of thousands of volunteers across the province.

Atlas-3 information will guide conservation efforts and will help researchers, community planners, resource managers and others to better understand how bird populations have changed from Ontario’s Atlas-1 (1981–85) and Atlas-2 (2001–05).

There is a role for everyone! Whether you are new to birding, an experienced birder or anywhere in between, the Atlas-3 team invites your participation. If you would like to participate, we encourage you to [register](https://birdscanada.org/birdmon/onatlas/register.jsp) online. You will then be put in touch with your local Atlas-3 Regional Coordinator. You can also contact [atlas@birdsontario.org](mailto:atlas@birdsontario.org) or 519-586-3531 ext 123.

Atlas organisers recognize that Ontario’s lands and waters are Treaty lands, or in some cases, unceded territories of Indigenous peoples and First Nations. The Atlas-3 team is looking to collaborate and hopes to work with your community in ways that support community programs. They welcome your ideas for potential collaborations and offer below some ideas for participation. These ideas are offered to open a conversation that will lead to an improved understanding of shared goals and values.

1. Discuss how Atlas surveying can meet community land-use protocols – Speak to the Atlas-3 Indigenous Engagement Coordinator to ensure bird surveys meet community protocols for accessing your homelands and conducting surveys.
2. Become an Atlas Liaison – Share your knowledge on the timing of surveys, how to safely get to survey locations, and other insights about the land and its birds. Share atlas news with your community and help coordinate atlas activities. Work with other atlas participants to target where surveys should be done.
3. Become an Atlas Volunteer – The Atlas will provide both experienced and new bird surveyors an opportunity to share skills and knowledge, and to learn more about birds and their songs. Atlas surveys are also a great way to put this learning into practice.
4. Become an Atlas Acoustic Surveyor – Atlas-3 will be breaking new ground in Ontario by using acoustic recording devices to record bird song. You could make recordings that will then be used to identify the bird species at the sites.
5. Become an Atlas Expedition Guide – Guiding atlas surveyors into remote parts of traditional territories can provide income to guides, share knowledge and help improve safety.
6. Become Connected – Join our Indigenous Engagement Working Group, and/or follow Atlas-3 social media to stay up-to-date and to share the unique features and the survey results in your area.
7. Become Even More Bird Aware – Atlas-3 is an opportunity for all community members to collaborate in learning more about birds, their behaviour, and the places they need to thrive. This will be done through observing birds and participation in training and knowledge-sharing opportunities.

For more information, please see the Atlas-3 webpage at [birdsontario.org](https://www.birdsontario.org/).

**Images**

