

Alberta Conservation Association 2015/16 Project Summary Report

Project Name: *Alberta Discover Guide*

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project:

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Partnerships

Alberta Fish & Game Association and affiliated clubs
Ducks Unlimited Canada
Advertisers

Key Findings

- Printed 40,000 copies of the 2015 issue.
- Printed 80,000 copies of the 2016 issue, which is currently in distribution.

Introduction

The *Alberta Discover Guide* is a free annual publication that provides outdoor enthusiasts with a list of Conservation Sites that can be accessed for hunting, fishing, hiking, foraging and photography. These sites have been made available through conservation efforts by ACA and its partners. The sites are private land owned by ACA or its conservation partners, or public land that is managed by ACA on behalf of the Crown; all sites are available for public use.

We print 80,000 copies of the guide at the beginning of each year to mail out to subscribers and to distribute at trade shows and to hunting and fishing licence retailers across Alberta. The guide is also available as an online web application.

Methods

The *Alberta Discover Guide* is an ongoing project within the Information, Education and Communications program and the Land Management program. Working together, we coordinate site details and directions to the sites and make any other necessary updates to the list of sites to ensure that information is consistent across the published guide and online web application.

Results

We printed 40,000 copies of the 2015 issue, as we moved production of the guide from the fiscal year to the calendar year to better serve our advertisers and audience. The regular run of 80,000 copies was resumed in January for the 2016 issue.

Conclusions

The publication production schedule for the guide, which was adjusted to follow the calendar year, now provides a full year of media for advertisers and allows for increased distribution at trade shows and improved workflow within the Information, Education and Communications program and Land Management program.

Communications

- *Alberta Discover Guide 2015*
- *Alberta Discover Guide 2016*
- *Alberta Discover Guide website*