

## **Alberta Conservation Association 2016/17 Project Summary Report**

**Project Name:** *Conservation Magazine*

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Don Myhre

**Primary ACA staff on this project:** Budd Erickson, Colin Eyo, Don Myhre and Kelley Stark

### **Partnerships**

Advertisers

### **Key Findings**

- Published twice a year, the magazine is an engaging publication with high investment as an ACA flagship publication.
- The magazine is distributed free of charge to subscribers.
- The magazine is a key platform to communicate ACA's corporate goals.

### **Introduction**

*Conservation Magazine* is a free, biannual publication produced by Alberta Conservation Association (ACA) that highlights the projects and work we and our member groups are doing in Alberta, discusses topical conservation issues, and bridges an understanding between the hunting and angling communities and larger conservation community. The magazine also helps increase ACA's profile in Alberta and is used as a tool by some of our program areas (Fisheries, Wildlife, Land Management, and Business Development) to reach out to potential donors and partners. The magazine is delivered to subscribers and distributed at trade shows and events, and it is also available in digital format.

### **Methods**

*Conservation Magazine* is an ongoing project within the Information, Education and Communications Program, which is responsible for developing content and ideas for the magazine, finding and assigning writers, editing the text and coordinating the editing process, fact checking, finding imagery, designing the publication, and managing printing. Content development is constant, with multiple issues in different stages of production at the same time.

## Results

For the 2016 issues, we printed a combined 30,000 copies. The 2016 editions included articles on carrying capacity; the ACA Enchant Project; invasive species; member groups Trout Unlimited Canada and Alberta Trappers' Association; the wolverine project; and a lengthy article on the elk hunt at Canadian Forces Base Suffield. The total number of subscribers now exceeds 12,000.

## Conclusions

*Conservation Magazine* continues to provide content to engage and entertain audiences interested in conservation while providing a positive profile of ACA.

## Communications

- *Conservation Magazine* Spring/Summer 2016
- *Conservation Magazine* Fall/Winter 2016

