

Alberta Conservation Association
2023/24 Project Summary Report

Project Name: Emerging Issues

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Tara Holmwood

Primary ACA Staff on Project: Charmaine Brunet, Colin Eyo, Amanda Gill, Cassandra Hewitt, and Tara Holmwood

Partnerships

Not applicable

Key Findings

- Responded to emerging needs in addition to work planned and in progress for communications support directly and/or coordinated out-of-house resources as required.

Details

The Information, Education, and Communications Program must be able to respond to communications needs that arise as Alberta Conservation Association (ACA) projects, partnerships, opportunities, or crises develop. This team provides services in design, copywriting, photography, editing, print production, and digital media to ACA's executive, Business Development and Human Resources teams, as well as our member groups. On-demand requests for communications support may include media releases, drone footage documentation, and member group website support.

In 2023/24, on-demand requests for communications support included, but were not limited to, promotional support for the Minister's Special Licence Raffle (May 30–August 10, 2023), promotional support and website creation for surveys (Angling Preference Survey and Antlered Mule Deer Hunter Survey), event updates and cancelations, digital presentation editing, career postings online, and website support for member groups.