

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Conservation Magazine

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Don Myhre

Primary ACA staff on this project: Don Myhre, Ariana Tourneur, Budd Erickson, Elize Uniat

Partnerships: Advertisers

Key Findings

Published twice a year the magazine is a short-paged publication with high investment as an ACA flagship publication. It is distributed free of charge to subscribers and is a key vehicle of visual communications used to make gains on ACA corporate goals.

Introduction

Conservation Magazine is a free bi-annual publication from ACA. It is published in May for Spring/Summer and in October for Fall/Winter. 15,000 to 20,000 copies are printed and distributed by mailing them to subscribers and through various other distribution methods including trade shows. The magazine is also available online through its own website. *Conservation Magazine* provides ACA an opportunity to highlight the projects and work we and our member groups are doing in Alberta to positively impact the conservation of fish, wildlife and their habitats.

It is one of the ways we work towards increasing ACA's profile in Alberta, which is a long-term goal in ACA's 10-year Strategic Business Plan. Other long-term strategic goals partly guiding magazine content include increasing the acceptance of hunting, fishing and trapping within the general public, as well as highlighting the positive role hunters, anglers and trappers play in the conservation of wildlife, fish and habitat in Alberta. The magazine is also a tool for the other program areas (Fisheries, Wildlife, Land, Business Development) to use when reaching out to potential donors and/or partners.

Methods

Conservation Magazine is an ongoing project within the Communications department. Different stages in the life of the magazine includes developing content and ideas, finding and assigning writers, editing and coordinating the editing process, finding imagery, designing, laying out, proofing, sourcing a printer and coordinating the printing process with the printer. While one edition is in its final editing and laying out stages, development of content and ideas for future issues is already underway.

Results

For the 2014 issues, we printed 20,000 copies each and mailed out over 11,600 per issue.

Stories highlighted landowners we have worked with, Conservation Sites, aquatic invasive species, Grant Eligible Conservation Fund projects, Alberta's endangered trees, behind-the-scenes looks at ACA biologists' work, a moose-tracking app, recipes for wild foods like white-tailed deer, wild berries and

mushrooms, ACA projects on harvesting and replanting silver sagebrush seeds, the wolverine project, and some of the creatures that call Alberta home like lynx, chickadees, fishers and tiger salamanders.

Conclusions

We will print 15,000 copies of each issue in 2015/16. We will move the separate online magazine website and house it inside the main ACA website. Instead of posting articles as separate webpages, will be posting an e-version of the complete magazine. This will allow for an enhanced reader experience and increased advertising exposure.

The Wild Tracks kids centre section will be removed from future issues to allow for additional pages dedicated to readership more in line with the goals of our *Strategic Business Plan* – specifically to grow the reputation of ACA as a world-class conservation organization known for integrating high-quality research and on-the-ground projects.

Communications

Conservation Magazine Spring/Summer 2014

Conservation Magazine Fall Winter/ 2014