

Alberta Conservation Association 2015/16 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, Kelley Stark, Ariana Tourneur and Elize Uniat

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 resource 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 2015 issues, we printed a combined 30,000 copies. The articles in the 2015 editions highlighted landowners we have worked with; Conservation Sites; Grant Eligible Conservation Fund projects; ACA events; the spring goose hunt; behind-the-scenes looks at our biologists at work; recipes for wild foods like trout and goose; and some of the creatures that call Alberta home, such as kangaroo rats, snowy owls and wolves.

The pull-out section “Wild Tracks” for children was removed to create a more seamless publication and allow for larger stories and additional images. Our member groups have resources and publications devoted to younger audiences.

The page count for the fall issue was increased to a new higher count, which allowed for new features and more photography, some of which was a finalist in the Alberta Magazine Awards 2015.

Conclusions

We will continue to develop content for *Conservation Magazine* that shows our readers what conservation looks like in Alberta and some of the issues surrounding ACA’s conservation efforts, and also to provide articles on Alberta’s wildlife and our member groups, and recipes using fish and game.

Communications

- *Conservation Magazine* Spring/Summer 2015
- *Conservation Magazine* Fall/Winter 2015