

Alberta Conservation Association 2015/16 Project Summary Report

Project Name: Stakeholder Communications

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: N/A

Key Findings

- Provided creative and professional services to foster positive business relationships with our stakeholders and member groups.

Introduction

To foster positive business relationships and partnerships in conservation sectors, ACA promotes projects and events for our stakeholders and member groups whenever possible. This support might appear as an advertisement in *Conservation Magazine*, a post on Facebook, or a design for a Conservation Site sign.

Methods

The Information, Education and Communications resource program is able to provide creative services related to visual communications and social media, such as design, creative copywriting, digital design, editing, social media and industry-standard print media production.

Results

During the fiscal year, the Information, Education and Communications program tried to build positive business relationships whenever possible. This work can be seen in our advertisements and articles covering government initiatives like “Play. Clean. Go.” and “Don’t Let It Loose.” We are also involved in a riparian publication partnership. You can see examples of our signs at Eagle Terrace Conservation Site (among many others), read about the *Use Respect – Ask First* program in the weekly Lacombe paper and watch for features on our member groups in *Conservation Magazine*.

Conclusions

Good working relationships with our stakeholders and member groups are fostered through collaboration and co-operation.

Communications

- Print media
- Web media
- Social media