

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

**Project Name:** *Alberta Discover Guide*

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

**Project Leader:** Don Myhre

### **Primary ACA staff on this project:**

Charmaine Brunet, Budd Erickson, Colin Eyo, Rickie Hunt, Ken Kranrod, Don Myhre, Roy Schmelzeisen, Kelley Stark and Laura Volkman

### **Partnerships**

Advertisers  
Alberta Fish & Game Association and affiliated clubs  
Ducks Unlimited Canada

### **Key Findings**

- Printed 60,000 copies of the 2017 issue, which is currently in distribution.

### **Introduction**

The *Alberta Discover Guide* is a free, annual publication that provides outdoor enthusiasts with a list of Conservation Sites that can be accessed primarily for hunting, fishing, hiking and foraging. These sites have been made available through conservation efforts by Alberta Conservation Association (ACA) and its partners. The sites are private land owned by ACA or its conservation partners, or public land that is managed by ACA on behalf of the Crown; all sites are available for public use.

The publication is a major project for ACA's Information, Education and Communications Program and is designed and formatted within this program. Advertising is coordinated and produced for free for ACA member groups. Editorial content is developed and written in-house. The communications team also coordinates print production, and updates and maintains the subscription database. We print 60,000 copies of the guide at the beginning of each year to mail out to subscribers and to distribute at trade shows and to hunting and fishing licence retailers across Alberta. The guide is also available online and as an app.

### **Methods**

The *Alberta Discover Guide* is an ongoing project within the Information, Education and Communications Program and the Land Management Program. Working together, we coordinate

site details and directions to the sites and make any other necessary updates to the list of sites to ensure that information is consistent across the published guide and online web application.

## Results

We printed 60,000 copies of the 2017 issue—a reduction from 80,000 in previous years as a response to lower advertising revenue and to reduce costs and waste.

## Conclusions

Improved workflow within the Information, Education and Communications Program and Land Management Program has streamlined the time needed to generate the publication. Last-minute changes to partner sites were accommodated to provide users with the most accurate information possible. The *Alberta Discover Guide* remains a popular resource with hunters and anglers. This year's guide was produced and printed for delivery in January 2017.

## Communications

- *Alberta Discover Guide 2017*
- *Alberta Discover Guide* website ([www.albertadiscoverguide.com](http://www.albertadiscoverguide.com))

