

Alberta Conservation Association 2016/17 Project Summary Report

Project Name: Media Releases

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Kelley Stark

Primary ACA staff on this project: Kelley Stark and Laura Volkman

Partnerships: N/A

Key Findings

- Wrote, edited and distributed media releases to various media outlets in the province.

Introduction

Media releases inform television, radio and print media sources about events and important information in hopes that they might be announced to a bigger audience.

Methods

Our Information, Education and Communications Program coordinates content and sends it to a list of television, radio and print media sources.

Results

We sent out four media releases in 2016/17:

- Philip J. Currie Dinosaur Museum
- Wabamun Kids Can Catch
- Grants in Biodiversity
- New Report A Poacher trailer

Conclusions

Media releases are a valuable tool for Alberta Conservation Association to help us spread the word regarding events and important information.

Communications

- *Constant Contact* e-newsletter
- Regular email