

Alberta Conservation Association 2017/18 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 Brunes, 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 50,000 copies of the 2018 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 50,000 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 50,000 copies of the 2018 issue—a reduction from 60,000 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 2018.

Communications

- *Alberta Discover Guide 2018*
- *Alberta Discover Guide* website (www.albertadiscoverguide.com)

