

Alberta Conservation Association 2017/18 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: Charmaine Brunes, Budd Erickson, Colin Eyo, Don Myhre, and Kelley Stark

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. It is also available in digital format.

Methods

Conservation Magazine is an ongoing project within the Information, Education, and Communications 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

We printed a combined 30,000 copies in 2017. The 2017 editions celebrated ACA's 20th anniversary with articles about the history of the association and what we're hoping to see in the future, the importance of our partnerships, and a feature on each of the four resource programs (Wildlife, Land Management, Fisheries, and Communications). The total number of subscribers now exceeds 12,000.

Conclusions

Conservation Magazine continues to provide content to engage and entertain audiences interested in conservation while providing a positive profile of ACA.

Communications

- *Conservation Magazine* Spring/Summer 2017



- *Conservation Magazine* Fall/Winter 2017

