

**Alberta Conservation Association  
2018/19 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, Andrew Clough, Budd Erickson, Colin Eyo, Kevin Gardiner, Dean Ostafichuk, Don Myhre, Mike Rodtka, Kelley Stark

**Partnerships**

Alberta Environment and Parks

Ducks Unlimited Canada

Nature Conservancy Canada

Shell

Syncrude

TransAlta

**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 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 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 print management. 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 2018, including articles about the important balance between conservation and agriculture, how Fish & Wildlife Officers benefit Alberta, the truth about rattlesnakes, and what conservation looks like in urban settings. The total number of subscribers now exceeds 13,000.

## **Conclusions**

*Conservation Magazine* continues to provide content to engage and entertain audiences interested in conservation and generate awareness of ACA resource program projects, member groups and partnerships..

## **Communications**

- *Conservation Magazine* Spring/Summer 2018
- *Conservation Magazine* Fall/Winter 2018

A publication of Alberta Conservation Association

# CONSERVATION

## Snakes **ON A PLAIN** Myth vs reality

**Active in  
the Kakwa**  
In search of the holy grayling

**Using their noses**  
Invasive species-sniffing dogs

SPRING/SUMMER  
2018

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# CONSERVATION

**BANDAID**  
What 80 million birds  
have taught us

**Bull Trout**  
Down but not out

FALL/WINTER  
2018