

**Alberta Conservation Association  
2018/19 Project Summary Report**

**Project Name:** Emerging Issues

**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, Dean Ostafichuk Kelley Stark, and Rhianna Wrubleski

**Partnerships:** N/A

**Key Findings**

The Information, Education, and Communications Program responded to emerging needs for communications support directly and/or coordinated out of house resources as required.

**Introduction**

ACA must be able to provide communications services in support of our resource programs' planned project requirements but also to respond to communications needs that arise as projects develop. We also provide on-demand services in design, copywriting, photography, editing, print production, and digital media to ACA's executive, our Business Development and Human Resources teams, and our member groups.

**Methods**

Our Information, Education, and Communications Program provides on-demand services in design, copywriting, editing, photography, print production, and digital media. Sstaff are able to

respond to immediate needs, provide alternatives depending on project requirements, and coordinate vendor services to complete the requests.

## **Results**

On-demand requests for communications support include, but are not limited to, aeration updates (social and digital media), aeration signage (print media), pheasant release site updates (social and digital media), digital presentation editing and photography, drone footage documentation, and content development for donation campaigns (print and digital media).

## **Conclusions**

Providing in-house, on-demand services in communications—design, copywriting, editing, photography, print production, and digital media—allows ACA to respond to the needs of the executive, resource programs, and unforeseen opportunities in a timely manner.

## **Communications**

- Print media
- Website
- Social media

## **Samples:**

- Seasonal job positions advertised with over 700 responses
- Ice fishing social media campaign
- Capital Power pheasant release site signage
- Online pheasant hunting registration system with AHEIA
- Grants promotional advertising in *Alberta Views*
- Four new peer-reviewed publications have been posted on our website