

**Alberta Conservation Association  
2018/19 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:** Sheila Campbell, Budd Erickson, and Kelley Stark

**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, new conservation sites, and other 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 nine media releases in 2018/19:

- New peregrine camera (May 4)
- Hunting survey (May 29)
- Upcoming KCC events (May 29)
- Fort Saskatchewan KCC registration (May 31)
- New site – Porter (June 18)
- New site – Scheerschmidt (August 27)
- New site – Chinook (October 9)
- Free Fishing Weekend KCC (February 4)
- Wabamun/Onoway KCC cancelled (February 13)

## **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