

**Alberta Conservation Association  
2019/20 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 and Tara Holmwood

**Partnerships**

Advertisers

Alberta Fish & Game Association and affiliated clubs

Ducks Unlimited Canada

**Key Findings**

- Printed 43,000 copies of the 2020 issue, which is currently in distribution.
- Wheelchair accessibility and boat launch icons have been added.

**Abstract**

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, and hiking. 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 and have been made available through conservation efforts by ACA and its partners.

The publication is a major project for ACA's Information, Education, and Communications Program. Advertising is coordinated and produced for free for ACA member groups. Editorial content is developed and written in-house. The communications team coordinates print production and updates and maintains the subscription database. For 2019/20, we printed 43,000 copies of the guide 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.

## **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, and hiking. These sites have been made available through conservation efforts by 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. Advertising is coordinated and produced for free for ACA member groups. Editorial content is developed and written in-house. The communications team coordinates design and print production and maintains the subscription database. We print ~45,000 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 and make any other necessary updates to the list of sites to ensure that information is current across the published guide and online web application.

## **Results**

We printed 43,000 copies of the 2020 issue—a reduction from 45,000 in 2019 as a response to lower advertising revenue and to reduce costs and waste.

## **Conclusions**

Improved online 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. A full edit/audit of the conservation sites descriptions in 2019/2020 is aimed to eliminated inconsistencies with content. The *Alberta Discover Guide* remains a popular resource with hunters and anglers. This year's guide was delivered in December 2019 and shipped in January 2020.

## **Communications**

- *Alberta Discover Guide 2020*
- *Alberta Discover Guide* website ([www.albertadiscoverguide.com](http://www.albertadiscoverguide.com))

