

**Alberta Conservation Association
2019/20 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.

Abstract

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. Three media releases were sent out in 2019/20.

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 three media releases in 2018/19/20:

- KCC Wabamun Media release – Feb 5, 2020
- Peregrine media release – May 1, 2019
- Peregrine chicks hatched (directed at schools and educators) – May 7, 2019

Conclusions

Media releases are a valuable tool for Alberta Conservation Association to help us spread the word regarding events and important information. The Media Release project will be discontinued moving forward and incorporated into individual projects communications methods.