

**Alberta Conservation Association
2020/21 Project Summary Report**

Project Name: Alberta Discover Guide

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Colin Eyo

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 35,000 copies of the 2021 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 2020/21, we printed 35,000 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 Alberta Conservation Association (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.

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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. We completed a full audit and edit of all the conservation site descriptions in 2020/21 database to eliminate content inconsistencies and further improve site information accuracy for the guide's users.

Results

We printed 35,000 copies of the 2021 issue—a reduction from 45,000 in 2020 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. The *Alberta Discover Guide* remains a popular resource with hunters and anglers. This year's guide was delivered and shipped in January 2021.

Communications

- *Alberta Discover Guide 2021*
- *Alberta Discover Guide* website (www.albertadiscoverguide.com)

