

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

Project Name: Conservation Magazine

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project: Robert Anderson, Andrew Clough, Budd Erickson, Colin Eyo, Kevin Gardiner, Tara Holmwood, Paul Jones, Ken Kranrod, Doug Manzer, Mary McIntyre, Don Myhre, Mike Rodtka, and Scott Seward

Partnerships (advertising)

Alberta Environment and Parks

Ducks Unlimited Canada

Nature Alberta

Nature Conservancy Canada

Shell Canada Limited

Key Findings

- Published twice a year, the magazine is an engaging publication with high investment as an ACA flagship publication.
- The magazine is distributed free of charge to subscribers.
- The magazine is a key platform to communicate ACA's corporate goals.

Abstract

Our *Conservation Magazine* is a free, biannual publication that highlights the projects and success we and our member groups experience in the province. ACA's communications team produces the magazine. It covers topical conservation issues, and helps bridge understanding between the hunting and angling communities as well as the larger conservation community. The

magazine also helps increase our profile across Alberta and is used as a tool by some of the following program areas to reach out to potential donors and partners: Fisheries, Wildlife, Land Management, and Business Development. We mail the magazine to our subscribers and distribute it at trade shows and events. It is also available online: www.ab-conservation.com → Our Work → Publications → Conservation Magazine.

In 2020/21 we printed a combined 30,000 copies, including articles about the important balance between conservation and agriculture, the science behind fish stocking, and partnerships in conservation with the oil and gas sector. The total number of subscribers now exceeds 13,000.

Introduction

Conservation Magazine is a free, biannual publication produced by Alberta Conservation Association (ACA) that highlights the projects and work we and our member groups are doing in Alberta, discusses topical conservation issues, and bridges an understanding between the hunting and angling communities and larger conservation community. The magazine helps increase ACA's profile in Alberta and is used as a tool by some of our program areas (Fisheries, Wildlife, Land Management, and Business Development) to reach out to potential donors and partners. The magazine is mailed to subscribers and distributed at trade shows and events. It is also available in digital format.

Methods

Conservation Magazine is an ongoing project within the Information, Education, and Communications Program, which is responsible for developing content and ideas for the magazine, finding and assigning writers, editing the text and coordinating the editing process, fact checking, finding imagery, designing the publication, and print management. Content development is constant, with multiple issues in different stages of production at the same time.

Results

We printed a combined 30,000 copies in 2020. Content included coverage of the following:

- 10th year anniversary of the Taber Pheasant Festival
- the new sandhill crane hunt

- a feature on a new member group - the Alberta Bowhunters Association
- 10-year anniversary of the Golden Ranches Conservation Site partnership
- pollinator research in Alberta
- invasive species
- the history of fish stocking in Alberta

The total number of subscribers now exceeds 13,000.

Conclusions

Conservation Magazine continues to provide content to engage and entertain audiences interested in conservation while generating awareness of ACA resource program projects, member groups, and partnerships.

Communications

- *Conservation Magazine* Spring/Summer 2020
- *Conservation Magazine* Fall/Winter 2020
- www.ab-conservation.com/publications/conservation-magazine/