

Alberta Conservation Association
2020/21 Project Summary Report

Project Name: Emerging Issues

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project: Charmaine Brunes, Budd Erickson, Colin Eyo, Mary McIntyre, Don Myhre, and Rhianna Wrubleski

Partnerships: N/A

Key Findings

The Information, Education, and Communications Program responded to emerging needs for communications support directly and/or coordinated out-of-house resources as required.

Abstract

The Information, Education, and Communications Program must be able to respond to communications needs that arise as ACA projects, partnerships, opportunities, or crises develop. Our communications team provide services in design, copywriting, photography, editing, print production, and digital media to ACA's executive, Business Development and Human Resources teams, plus our member groups. On-demand requests for communications support include, but are not limited to, media releases, aeration updates (social and digital media), pheasant release site updates (social and digital media), drone footage documentation, and member group website support.

Introduction

The Information, Education, and Communications Program must be able to respond to communications needs that arise as ACA projects, partnerships, opportunities or crises develop. We also provide on-demand services in media releases, design, copywriting, photography,

editing, print production, and digital media to ACA's executive, our Business Development and Human Resources teams, and our member groups.

Methods

Our Information, Education, and Communications Program provides on-demand services in design, copywriting, editing, photography, print production, and digital media. Staff are able to respond to immediate needs, provide alternatives depending on media needs, and coordinate vendor services to complete the requests.

Results

On-demand requests for communications support include, but are not limited to, COVID-19 internal and external messaging throughout ACA media platforms, event updates and cancellations, pheasant release site updates (social and digital media), digital presentation editing, and website support for member groups.

Conclusions

Providing in-house, on-demand services in communications—design, copywriting, editing, photography, print production, and digital media—allows ACA to respond to the needs of the executive, resource programs, and unforeseen circumstances in a timely manner.

Communications

- Print media/Website/Social media

Samples:

- COVID-19 Site signage
- COVID-19 Event communications (Taber Pheasant Festival/ Kids Can Catch/Waterfowl Warmup)
- NWSGC registration and updates
- WSFAB.org Member Group website support
- Capital Power Hunting Registration
- Posting of peer-reviewed publications on ACA's website