

**Alberta Conservation Association**  
**2021/22 Project Summary Report**

**Project Name:** Alberta Discover Guide

**Information, Education, and Communications Program Manager:** Don Myhre

**Project Leader:** Colin Eyo

**Primary ACA staff on project:** Charmaine Brunes, Budd Erickson, Colin Eyo, Tara Holmwood, Ken Kranrod, Don Myhre, and Roy Schmelzeisen

**Partnerships**

Advertisers

Alberta Fish & Game Association and affiliated clubs

Ducks Unlimited Canada

**Key Findings**

- Printed 35,000 copies of the 2022 issue, which is currently in distribution.
- There were 172,469 page views of [www.albertadiscoverguide.com](http://www.albertadiscoverguide.com) between April 1, 2021, and March 31, 2022.

**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 2021/22, we printed 35,000

copies of the guide to mail out to subscribers and to distribute to hunting and fishing licence retailers across Alberta. The guide is also available online and as an app. There were 172,469 page views of [www.albertadiscoverguide.com](http://www.albertadiscoverguide.com) between April 1, 2021, and March 31, 2022.

## **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.

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 Information, Education, and Communications team coordinates design and print production and maintains the subscription database. We print ~35,000 copies of the guide at the beginning of each year to mail out to subscribers and to distribute 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 35,000 copies of the 2022 issue.
- There were 172,469 page views of our [www.albertadiscoverguide.com](http://www.albertadiscoverguide.com) between April 1, 2021, and March 31, 2022.

## **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. This year's guide was delivered and shipped in January 2022.

## **Communications**

- *Alberta Discover Guide 2022*
- *Alberta Discover Guide* website ([www.albertadiscoverguide.com](http://www.albertadiscoverguide.com))

## **Literature Cited**

Not applicable

## Photos

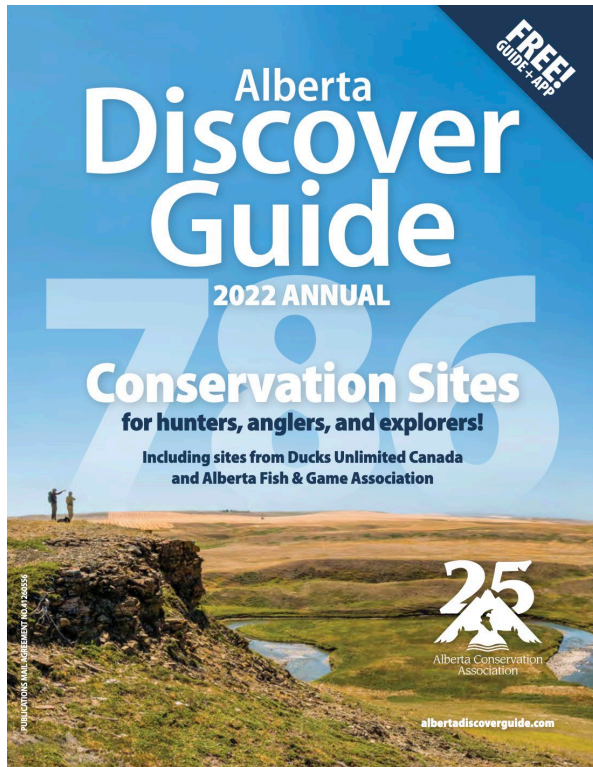


Photo 1. Front cover of the 2022 *Alberta Discover Guide*. Photo: ACA