

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

Project Name: Conservation Magazine

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project: Charmaine Brunes, Tara Holmwood, and Don Myhre

Partnerships (advertising)

Alberta Environment and Parks

Alberta One-Call

Alberta Hunter Education Instructors' Association

Canadian National Railway

Ducks Unlimited Canada

Nature Alberta

Nature Conservancy Canada

Shell Canada Energy

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 over 13,000 subscribers.

The magazine is a key platform to communicate ACA's corporate goals.

- We print 15,000 copies of each edition to distribute to subscribers and distribution centres.

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 communication team produces the magazine. It covers topical conservation issues and helps bridge understanding

between the hunting and angling communities and 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/publications/conservation-magazine/

In 2021/22, 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 the 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 when possible. It is also available in digital format on ACA's website.

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 2021 and featured various topics in both editions:

- native trout recovery in Alberta
- stocking catfish in Alberta's waterbodies
- aquatic invasive species
- ABHuntLog
- new member group: Backcountry Hunters & Anglers – Alberta Chapter
- hunting diving ducks
- hunting access on private land
- The total number of subscribers now exceeds 13,000.

Conclusions

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

Communications

- *Conservation Magazine* Spring/Summer 2021
- *Conservation Magazine* Fall/Winter 2021
- <https://www.ab-conservation.com/publications/conservation-magazine/>

Literature Cited

Not applicable

Photos



Photo 1. Front cover of the 2021 spring/summer edition of *Conservation Magazine*.
Photo: ACA



Photo 2. Front cover of the 2021 fall/winter edition of *Conservation Magazine*.

Photo: ACA