

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

Project Name: Emerging Issues

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project: Charmaine Brunet, Budd Erickson, Colin Eyo, Tara Holmwood, and Don Myhre

Partnerships

Not applicable

Key Findings

- Responded to emerging needs in addition to work planned and in progress 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. This team provide services in design, copywriting, photography, editing, print production, and digital media to ACA's executive, Business Development and Human Resources teams, as well as 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 provides communications needs in addition to work planned and in progress that arise as Alberta Conservation Association (ACA) projects, partnerships, opportunities, or crises develop. We 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

This team 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 included, but are not limited to, COVID-19 internal and external messaging throughout ACA media platforms, event updates and cancelations, 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, and Waterfowl Warmup)
- WSFAB.org Member Group website support
- Posting of peer-reviewed publications on ACA's website
- Updates to Fish Stocking Schedules

Literature Cited

Not applicable

Photos



Photo 1. A decal-wrapped truck advertising Report A Poacher. Photo: ACA