

**Alberta Conservation Association
2022/23 Project Summary Report**

Project Name: Native Trout Communications

Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project: Charmaine Brunes, Colin Eyo, Cassandra Hewitt, Tara Holmwood, and Don Myhre

Partnerships

Alberta Environment and Protected Areas

Alberta Riparian Habitat Management Society (Cows and Fish)

Canadian Parks and Wilderness Society Southern Alberta Chapter

Trout Unlimited Canada

Foothills Research Institute

Key Findings

- Participated in Native Trout Communications Committee meetings and facilitated support for project media as required.

Abstract

The Native Trout Collaborative is a group of partner organizations working to advance native trout recovery in Alberta via habitat restoration, restoration stocking, land use planning, watershed assessments, public education and more. It is a comprehensive, long-term fish conservation initiative aimed at recovering populations of native trout in the Eastern Slopes of Alberta. Multiple organizations in Alberta are collaborating in this joint application to implement actions to mitigate threats and promote recovery of native trout at risk in the province. These partners include Alberta Environment and Protected Areas, Alberta Conservation Association,

Alberta Riparian Habitat Management Society (Cows and Fish), Canadian Parks and Wilderness Society Southern Alberta Chapter, Trout Unlimited Canada, and Foothills Research Institute. These groups all have a role in recovery of native trout including management, monitoring and science, conservation and restoration measures, reporting, and education or outreach. The ACA Information, Education, and Communications Resource Program provides actively participates on the communications committee focusing on education outreach and media.

Introduction

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Methods

We provide communications services in cross media support to strengthen public awareness and education outreach.

Results

ACA Information, Education, and Communications planned and provided approved communications and media.

Conclusion

Ongoing investment in brand recognition through advertising and visual communications is key to increasing public awareness of native trout recovery. ACA plays a significant role in media and communications for the Native Trout Communications Committee. It is the only member group investing in advertising.

Communications

- Purchased advertising print media insertions and adapted approved artwork per insertion
- Created and initialized web hosting
- Supplied Banff retailer Cool as a Moose with product giveaways as awareness outreach
- Provided consultation and input to the Native Trout Communications Committee
- Social media support

Literature Cited

Not applicable

Photos



Photo 1. Backroad Mapbooks Advertising. Photo: ACA



Photo 2. 2022 Alberta Guide to Sportfishing Regulations. Photo: ACA



Photo 3. Cool As Aa Moose in-store display. Photo: uncredited