

**Alberta Conservation Association
2024/25 Project Summary Report**

Project Name: Conservation Magazine

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Tara Holmwood

Primary ACA Staff on Project: Charmaine Brunes, Amanda Gill, and Tara Holmwood

Partnerships (advertising)

Alberta Beef Producers

Alberta Hunter Education Instructors' Association

Alberta Invasive Species Council

Alberta Professional Outfitters Society

Canadian Tire

Ducks Unlimited Canada

Government of Alberta

Nature Alberta

Saddle Hills County

Key Findings

- Published twice a year, the magazine is an engaging publication with high investment as an Alberta Conservation Association (ACA) flagship publication.
- The magazine is distributed free of charge to over 16,000 subscribers.
- The magazine is a key platform to communicate ACA's corporate objectives and perspectives on conservation.
- We print over 17,000 copies of each edition to distribute to subscribers and distribution centres.

Details

Our *Conservation Magazine* is a free, biannual publication that highlights the projects and success we and our member groups experience in the province. 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 sponsors 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/.

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 issues in different stages of production simultaneously.

In 2024/25, we printed a combined 34,000 copies, with the total number of subscribers now exceeding 16,000. We featured various topics in both issues:

- Private Lands Camping Pass
- time of day angling restrictions
- teenage angling mentors
- Alberta's native trout
- ACA's Fisheries Access Site Management project
- Species features: mule deer and ACA's translocation turkey project
- Minister's Special Licence
- elk hunting
- volunteer opportunities with ACA
- hunt-life balance
- women in the outdoors
- Paul Jones honoured the 2024 Berrendo Award

- beaver conservation management
- open water winter angling
- Limited Series: A Novice Hunter's Journey
- Report A Poacher solved cases
- Harvest Your Own recipes

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.

Photos



Photo 1. Front cover of the 2024 spring/summer edition of *Conservation Magazine*.

Photo: ACA



Photo 2. Front cover of the 2024 fall/winter edition of *Conservation Magazine*.

Photo: ACA