

ANNUAL REPORT 2014-2015



The Royal Canadian Geographical Society has enjoyed a year of incredible achievements. Not least of these was the revival of the Canadian Geographic Challenge, and the fact that we were able to host the first live national championship in 12 years. That event, supported by Alex Trebek, saw 20 students travel from all across Canada to Ottawa to compete. It was a vivid illustration of the strength of our educational program, Canadian Geographic Education, which now boasts more than 15,600 classroom educators.

Among the lesson plans created by Canadian Geographic Education in the past year are educator resources translated into Inuktitut. These wonderful products arose from the Society's role in last year's Victoria Strait Expedition, which under the leadership of Parks Canada was responsible for the discovery of HMS *Erebus*. The successful Franklin search also yielded a special issue of *Canadian Geographic*, a documentary film and the publication of a new book, *Franklin's Lost Ship*. In addition, several hundred people, including the Prime Minister, attended a major celebration of the find at the Royal Ontario Museum, where the expedition's key players, such as Parks Canada's underwater archeology team, were honoured.



In January 2015, *Canadian Geographic* launched its National Bird Project to address the fact that in almost 150 years as a nation, Canada has never named an official national bird. With help from experts at Bird Studies Canada, 40 top species were chosen from the 450 birds that have habitat in Canada — the loon, snowy owl, gray jay and Canada goose among them — and Canadians started visiting nationalbird.cangeo.ca to vote for a bird to represent them, their land and their skies. The reaction was overwhelming, and indicative of how passionate Canadians are about both birds and national emblems. The project has tallied more than 33,000 unique votes, as well as almost 10,000 personal essays and comments campaigning for specific species.

These are just a few examples of the impact made by The Royal Canadian Geographical Society in the past year. Learn more about the Society's achievements at rcgs.org/results.

Paul Ruest

Dr. Paul Ruest
President

RCGS STRATEGIC PLAN, 2015-2020

In June 2015, The Royal Canadian Geographical Society approved a strategic plan to inspire and guide its activity for the next five years, a period of significant anniversaries for the country as well as the Society. As Canada's pre-eminent voice for geography, the Society has set an ambitious yet achievable course based on the values of exploratory spirit, continuous learning, engagement, collaboration and environmental awareness. Drawing on its mission, vision and values, the Society aims to expand membership beyond traditional audiences, establish a sustainable financial foundation, enhance programming and encourage diversity in the College of Fellows. The strategic plan also underlines the educational role of the Society and deepens its mission of making Canada better known, by working to foster among young Canadians especially a lifelong appreciation for and stewardship of the geography of Canada.



FIRST PANEL, TOP: CHRYSIA CHUDCZAK/CAN GEO; MIDDLE: BONNIE FINDLEY/CAN GEO; BOTTOM: JESSICA FINN/CAN GEO STAFF. THIRD PANEL, CLOCKWISE FROM TOP LEFT: DANA MEISE; JESSICA FINN/CAN GEO STAFF; DAN CLARK; TOM SANDLER/CAN GEO

PROGRAMS

AWARDS

RT. HON. VINCENT MASSEY MEDAL
Awarded annually since 1959 to recognize outstanding career achievements in the exploration, development or description of the geography of Canada. The 2015 recipient is Queen's University professor emeritus Dr. Brian Osborne, a scholar of historical and cultural geography.

GOLD MEDAL
Presented in recognition of a specific achievement by one or more individuals in the general field of geography, or a significant national or international event. The Society is pleased to award the 2015 medal to Dr. Jacob Verhoef, who as director of the Geological Survey of Canada, Atlantic, spearheaded Canadian efforts in the UNCLOS Extended Continental Shelf mapping program.

CHARLES CAMSELL MEDAL
Awarded to express appreciation for individuals who have given outstanding service to the Society. The 2015 Camsell Medals will be awarded to Louise Maffett and Bruce Amos for their long-standing service.

LAWRENCE J. BURPEE MEDAL
Presented in recognition of an outstanding achievement or contribution that greatly enhances the ability of the Society to fulfill its mission on a national or international level, and assists in the general advancement of geography. The 2015 recipients are Dr. Wendy Cecil and Louie Kamookak.

MARTIN BERGMANN MEDAL FOR EXCELLENCE IN ARCTIC LEADERSHIP AND SCIENCE
Established in 2012, this medal recognizes leaders in Arctic science and other luminaries and innovators in the field. The 2015 recipient is Dr. John Smol, professor of biology and Canada Research Chair in Environmental Change at Queen's University.

SIR CHRISTOPHER ONDAATJE MEDAL FOR EXPLORATION
The Ondaatje Medal recognizes singular achievements and the pursuit of excellence by an outstanding Canadian explorer in Canada or elsewhere in the world, or a non-Canadian for exploratory achievements within Canada. The 2015 recipient is Jean Lemire.

CAPT. JOSEPH-ELZÉAR BERNIER MEDAL
Established in 2014, this medal is awarded to recognize an exemplary deed or activity that has enhanced or aided the Society in fulfilling its mandate at the international, national, provincial or headquarters level. The 2015 recipients are Kathryn McCain and Milbry Polk.

EREBUS MEDAL
Awarded to participants in the 2014 Victoria Strait Expedition for their contributions to the discovery of HMS *Erebus*, the exploration ship commanded by Sir John Franklin and lost during his 1845-1848 expedition. Together, they have rewritten the history books and underscored the importance of the geography of Canada's Arctic.

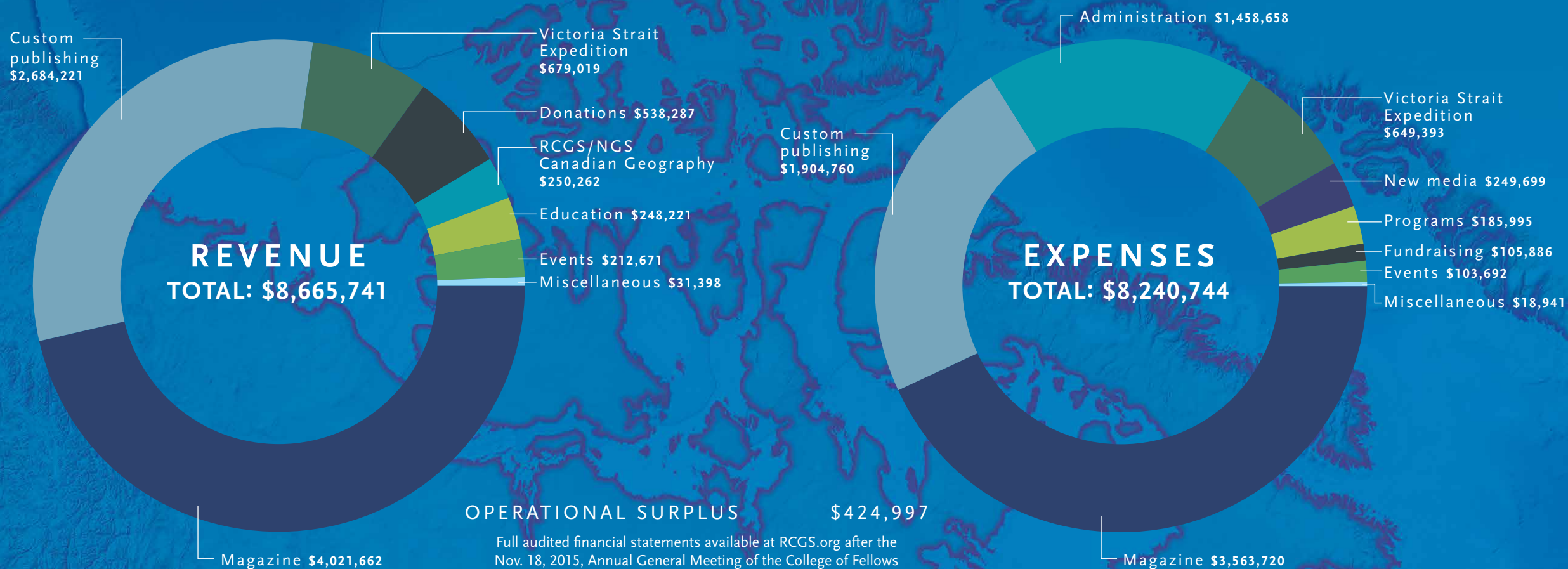
3 M ENVIRONMENTAL INNOVATION AWARD
In recognition of their innovative micro hydro-electric projects, the 2015 recipient is GreenBug Energy, based in Delhi, Ont.

GEOGRAPHIC LITERACY AWARD
Awarded to recognize an individual who has made significant contributions to geographic literacy among young Canadians. This award is presented in recognition of a specific program or project that is deemed to have improved and enhanced geographic literacy. The 2015 recipient is Zachary R. Vanthournout.

INNOVATION IN GEOGRAPHY TEACHING AWARD
Awarded to a Canadian educator working in the kindergarten to Grade 12 field who has made an exemplary contribution in fostering geographic engagement and increasing the geographic literacy of their students. The 2015 recipient is Janet L. Ruest.

FINANCIAL INFORMATION

JULY 1, 2014 TO JUNE 30, 2015



Full audited financial statements available at RCGS.org after the Nov. 18, 2015, Annual General Meeting of the College of Fellows

SPEAKER SERIES

James Raffan, speaker, author, adventurer and RCGS Fellow, was speaker for the 2015 Spring Lecture. James was sharing stories and adventures from his book, *Circling the Midnight Sun: Culture and Change in the Invisible Arctic*, which chronicles his journey around the world along the Arctic Circle. The lecture was held before a full house in the theatre at the Canada Aviation and Space Museum on Wednesday, April 15, 2015.

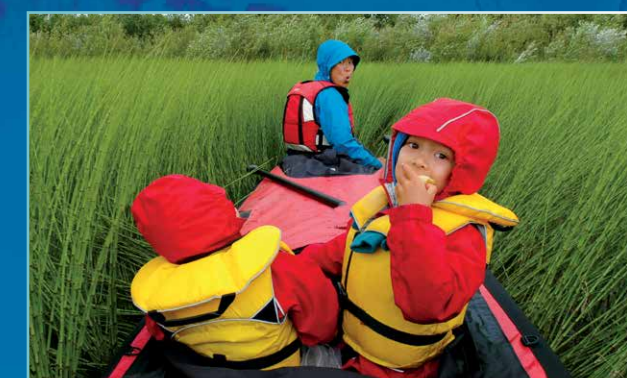
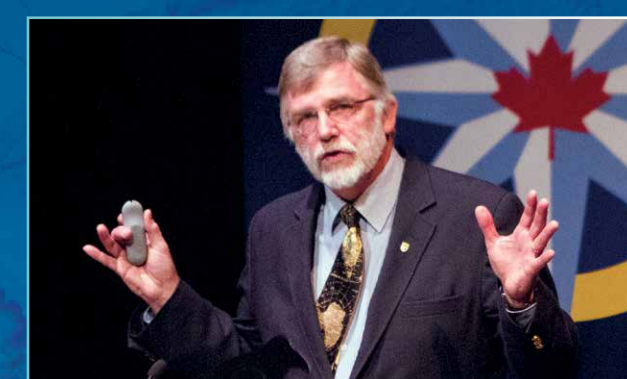
RESEARCH GRANTS

In 2015, the Research Grants Committee received 29 valid applications for funding from students and independent researchers across Canada. The committee awarded funding to five (5) recipients. Topics ranged from changes in marine ice masses in northern Ellesmere Island to place (re)naming in Vancouver's Downtown Eastside.

EXPEDITIONS

The Society's Expeditions Program continues to support the RCGS's mandate of making Canada better known to Canadians and the world. The 2015 expeditions illustrate the diversity of Canada's natural heritage while extending the tradition of exploration and adventure to all ages:

- ▶ Expedition of the Year was Les chemins de l'or bleu, a historic canoe-camping adventure during which six travellers realized their dream of crossing Canada via its lakes and rivers. The expedition began April 25, 2015, on the icy waters of Lac des Deux Montagnes, near Montreal, and concluded in late autumn in Inuvik, on the snowy banks of the Mackenzie River.
- ▶ Paddling Home was the Gendreau-Berthiaume family expedition. With their young son, Mali, Benoit Gendreau-Berthiaume and Magali Moffatt paddled approximately 5,000 kilometres through five provinces (Alberta, Saskatchewan, Manitoba, Ontario and Quebec), and travelled four rivers in the Canadian Heritage Rivers System.
- ▶ Together to the Tundra explored waterways in Canada's least populated biome. Following the journals of explorers Back, Pike and Seaton, the circuit started in Yellowknife, along Great Slave Lake, and passed through the proposed Thaidene Nënë National Park Reserve on the historic Pike's Portage route.
- ▶ The Tahltan Leadership Expedition was a 12-day backpacking trip and journey of learning on the land. Undertaken by a multi-generational, multi-cultural team of both Tahltan and non-Tahltan members, the resulting documentary has premiered at film festivals across Canada and abroad.
- ▶ Additional funding was awarded to The Great Hike, last year's Expedition of the Year. In June 2015, Dana Meise departed on the last leg of his solo hike to all three of Canada's oceans by the Trans Canada Trail, but was unable to finish. Plans are underway to complete his journey in spring 2016.



ADVANCEMENT

The Advancement Committee continues to provide strategic advice on the Society's overall fundraising strategy, and has helped develop a fundraising model with an emphasis on major and designated gifts.

Under this model, the RCGS has had its most successful fundraising year to date, showing significant growth from the previous year and exceeding budget expectation for the fiscal year.

The Advancement Committee has also worked in partnership with the Fellows Committee to develop a strategic approach for augmenting Fellows' campaign support.

Most recently, the Advancement Committee has been focused on cultivating new and fruitful strategic partnerships, which will lead to new sources of revenue for the Society's key programs and initiatives.

COLLEGE OF FELLOWS

The Fellows Committee met three times in 2015 to steward the nomination process for new Fellows. This year, 66 new nominees will be welcomed into the College of Fellows.

Additionally, the committee has supported the development of a Fellows' Survey, which will help gauge and strengthen Fellows' engagement with the RCGS. As noted above, the Fellows Committee has collaborated with the Advancement Committee to formulate a strategy for encouraging greater participation in the Society's annual Fellows Campaign.

Any Fellow can submit a nomination for the College. Please visit rcgs.org/nominate to make a nomination.

NOMINATIONS

The Nominating Committee has met to deliberate on and recommend a slate of candidates to serve on the Board of Governors. These recommendations, which include candidates for two vacant Governor positions, will be brought to the Society's annual general meeting for ratification.

The committee feels that the nominees selected are well qualified to contribute to the Society's mandate through both expertise and critical networks.

RCGS BOARD OF GOVERNORS 2015

OFFICERS

Paul Ruest (Winnipeg)
President

Gavin Fitch (Calgary)
Vice-President

Élisabeth Nadeau (Ottawa)
Vice-President

Keith Exelby (Ottawa)
Treasurer

Jim Lewis (Winnipeg)
Secretary

GOVERNORS

James Boxall (Halifax)
Wendy Cecil (Toronto)
Allen B. Clarke (Toronto)
Beth Dye (Kamloops, B.C.)
Joseph Frey (Toronto)
Alison Gill (Burnaby, B.C.)
Brian Hodgson (Edmonton)
David Mitchell (Ottawa)
Jim Murray (Baie-d'Urfé, Que.)
Robert Page (Calgary)
Paul VanZant (Amaranth, Ont.)
Connie Wyatt Anderson (The Pas, Man.)

SOCIETY COMMITTEES

STANDING COMMITTEES

EXECUTIVE COMMITTEE
Paul Ruest (Chair), Keith Exelby,
Gavin Fitch, Jim Lewis, Élisabeth Nadeau

AUDIT COMMITTEE
Gavin Fitch (Chair), Ken Boland,
Keith Exelby, Ted Johnson, Paul Ruest,
Andrew Pritchard (*Ex-Officio*)

FELLOWS COMMITTEE
Joseph Frey (Chair), Jean Marie Beaulieu,
Brad Faught, Brian Hodgson

OTHER COMMITTEES

ADVANCEMENT COMMITTEE
David Mitchell (Chair), Amy Boddington,
Wendy Cecil, Allen Clarke, Tony Hendrie,
Jim Hole, Paul Klein, Robert Page

AWARDS COMMITTEE
Helen Kerfoot (Chair), Richard Berthelsen,
Dianne Draper, Alison Gill, Phil Howarth,
Chris McCreery, Wayne Pollard

BY-LAW COMMITTEE
Gavin Fitch (Chair), Ken Boland,
Élisabeth Nadeau

CANADIAN GEOGRAPHIC EDUCATION
Connie Wyatt Anderson (Chair),
James Boxall (RCGS liaison), Jozsef Budai,
Geoff Buerger, Norm Catto, Chantal Déry,
Rob Langston, Lynn Moorman, Greg Neil,
John Trites, Kim Wallace

FINANCE COMMITTEE
Keith Exelby (Chair), Ken Boland,
John Hovland, Robert Page, Paul Ruest,
William Thompson

NOMINATING COMMITTEE
Alison Gill (Chair), Helen Kerfoot,
Jim Lewis, Élisabeth Nadeau,
Simon Ommanney

CGE MANAGEMENT BOARD
Keith Exelby (Chair), Bruce Amos,
Pierre Bergeron, Ken Boland,
Alison George, John Hovland, Jim Murray,
Andrew Zimakas

EXPEDITIONS COMMITTEE
Mike Schmidt (Co-chair), Bernard Voyer
(Co-chair), Jean Marie Beaulieu, Lisel
Currie, Judith Kennedy, David Pelly,
Steve Smith

POLICY & PLANNING COMMITTEE
Élisabeth Nadeau (Chair), James Boxall,
Keith Exelby, Gavin Fitch, Joseph Frey,
Alison Gill, Helen Kerfoot, David Mitchell,
Paul Ruest, Mike Schmidt, Bernard Voyer,
Connie Wyatt Anderson

RESEARCH GRANTS COMMITTEE
James Boxall (Chair), Christopher Burn,
Janis Dale, Christine Duverger-Harrison,
Alison Gill, Greg Halseth, Peter Lafleur,
Sarah de Leeuw, Pat Maher, Denis St-Onge,
Robert Summerby-Murray

CANADIAN GEOGRAPHIC EDUCATION

Canadian Geographic Education continues to see substantial growth. Membership increased from 11,399 in July 2014 to 14,753 in June 2015.

CONTESTS

Can Geo Education ran three highly successful national and bilingual contests this year. Canada's Coolest School Trip saw 54 Grade 8/Secondaire 2 classrooms compete for an all-expenses-paid trip to Quebec City and La Mauricie National Park in June 2015. The Classroom Energy Diet Challenge, meanwhile, inspired more than 780 classrooms to increase their energy literacy by participating in the ever popular contest.

The Canadian Geographic Challenge (Can Geo Education's longest running program) featured an in-person final for the first time in more than a decade thanks to a generous donation from Gold Medallist and Fellow Alex Trebek. Twenty of Canada's top geography students gathered in Ottawa for two days in May to compete for the title of National Champion. In addition, support from Google Education enabled the RCGS to offer the program to all schools in Canada free of charge, and to award medals to every school winner.

CARTOGRAPHY

Three new Giant Floor Maps started circulating in 2014-2015, bringing the total number of maps in the program up to 34. This continues to be the most over-subscribed Can Geo Education program. Similarly, the Tiled Map Program, created in July 2014, has made maps more accessible to Canadian students. Teachers simply download and print large-scale maps and assemble them in their classrooms.

PROFESSIONAL DEVELOPMENT

Can Geo Education facilitated a pair of three-day professional development workshops focusing on energy literacy. In July 2014, 10 teachers came to Ottawa to help the Classroom Energy Diet Challenge staff develop the program while increasing their own energy literacy. In August 2014, 10 teachers had the opportunity to travel to Fort McMurray, Alta., to see first-hand one type of energy production in Canada. Additionally, presentations were given at teacher workshops and to bachelor of education programs to raise the profile of geographic education.

CAN GEO IN THE CLASSROOM

In an effort to strengthen the ties between Can Geo Education and *Canadian Geographic*, "Can Geo in the Classroom" was introduced in November 2014. Teachers are given access to lesson ideas and materials that relate directly to articles in each new issue of the magazine.



FIRST PANEL: CHRYSIA CHUDCZAK/CAN GEO; THIRD PANEL, BOTTOM: JESSICA FINN/CAN GEO STAFF.

CANADIAN GEOGRAPHIC ENTERPRISES

Fiscal 2014-2015 marked the third year of implementation of the strategy outlined in the "Roadmap for Change," a three-year plan designed to transform *Canadian Geographic* into a fully integrated cross-platform publisher that offers readers thoughtful and innovative content packages on the platforms of their choice. Although the Roadmap for Change was initially described as a three-year plan, this third year made one thing very clear: *Canadian Geographic* must continue to evolve, in ways that were not even imagined when this process began.

A few short years ago, publishers were worried about the death of print, and how to adapt. The overwhelming sense among publishers at a recent conference of the Federation of International Periodical Publishers was one of optimism and opportunity. The fast-changing media landscape, shaped by the digital revolution, offers tremendous potential for those willing and able to adapt.

Publishers around the world are now being challenged to uncover the new opportunities afforded by the digital world in which they operate. Just so, new buzzwords representing new opportunities abound in the industry. Companies are using "bespoke" advertising, where website ads are customized based on what is known about the visitor, and "native advertising" online is replacing what used to be known as "advertorials." Publishers are also attempting to customize offerings based on whether someone is a "digital native" (one who grew up with the internet and social media) or a "digital immigrant," and are working hard to determine what type of media millennials (people born between 1980 and the early 2000s) are willing to pay for.

As part of *Canadian Geographic's* evolution, author and photographer assignments were updated during fiscal 2014-2015 to include a requirement to produce content for social media channels. And, for the first time, "digital first" and "digital only" editorial content was assigned.

Despite a significant emphasis on enriching its digital offerings, 2014-2015 was a banner year for traditional print media at *Canadian Geographic*. The very successful *Atlas of Canada* was published in partnership with HarperCollins Canada, and *Canadian Geographic Biggest and Best of Canada: 1000 Facts and Figures*, published with Firefly Books, was also a strong seller.

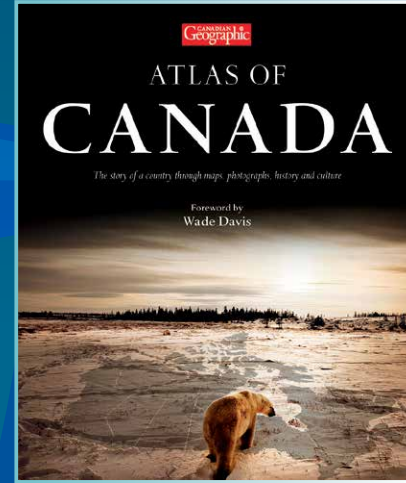
Canadian Geographic magazine published several blockbuster issues during fiscal 2014-2015. The well-received July/August issue, for example, was dedicated to the 100th anniversary of the First World War and examined 100 ways Canada changed as a result of the conflict. The December issue, dedicated to the Parks Canada-led discovery of HMS *Erebus*, was both the largest and best-selling issue in a number of years.

Custom publishing activities continued to drive strong revenues (increasingly on the education side, as Canadian Geographic Education's strong membership growth shows no sign of slowing down). *Canadian Geographic* was once again ranked as Canada's most interesting magazine (as measured by the Print Measurement Bureau), and it remained the third-most widely read magazine in the country. In fact, *Canadian Geographic* managed to narrow the gap between it and the top two publications this past year.

STRATEGIC PARTNERSHIPS

The Royal Canadian Geographical Society benefitted from its many partnerships with like-minded organizations, collaborating to forge viable and valuable routes of engagement with Canadians and the wider world. In the past year, as a direct result of partnerships, the Society's programs reached as far as Scandinavia, the United Kingdom and the United States, and touched down in countless locations throughout Canada, including La Mauricie National Park, Que., Yellowknife, Peterborough, Ont., Brandon, Man., Canmore, Alta., and Cambridge Bay, Nunavut.

The Society's partners helped expand Canadians' understanding of the Arctic, choose a national bird, enhance energy literacy and foster environmental stewardship. Among these partners are the Canadian Museum of Nature, Parks Canada, the Canadian Wildlife Federation, Shell Canada, Historica Canada, Library and Archives Canada, Polar Knowledge Canada, the Canadian Space Agency, the Canada Science and Technology Museums Corporation, Bird Studies Canada, Pollution Probe, the Canada Remote Sensing Society, the Canada-UK Foundation, Esri Canada, the National Capital Commission, the Canadian Museum of History, the Canadian Association of Geographers, the Canadian Association of Petroleum Producers and the Canadian Boreal Forest Agreement Secretariat.



2014-2015 CUSTOM PUBLISHING PROJECTS

FIRST WORLD WAR

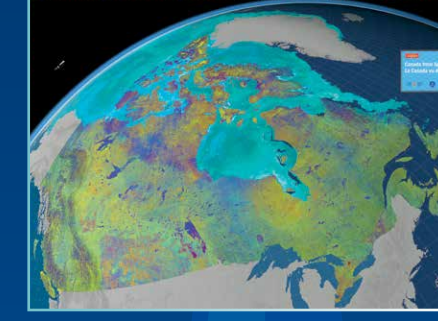
PARTNER: PARKS CANADA

The July/August 2014 issues of *Canadian Geographic* and *Géographica* were dedicated to the question of how the First World War changed Canada. A tiled map and accompanying lesson plans were made available to Can Geo Education's teacher network.

CANADA FROM SPACE

PARTNERS: CANADIAN SPACE AGENCY AND CANADA SCIENCE AND TECHNOLOGY MUSEUMS CORPORATION

Five Giant Floor Maps of Canada from space — the first complete map of Canada using RADARSAT-II imagery — began touring schools, and the October 2014 issue was dedicated to Canada in space.



CANADA'S COOLEST SCHOOL TRIP/MY PARKS PASS

PARTNER: PARKS CANADA

Five Giant Floor Maps continued touring schools across Canada, and the Fall 2014 issue of *Canadian Geographic Travel* featured a story on the Grade 8 winners of Canada's Coolest School Trip.

FRANKLIN FIND

PARTNER: PARKS CANADA

The December 2014 issues of *Can Geo* and *Géographica* were dedicated to the discovery of HMS *Erebus*.

WILDLIFE PHOTOGRAPHER OF THE YEAR

PARTNER: CANADIAN MUSEUM OF NATURE

Winners published in the January/February 2015 issue of *Can Geo*.

3M ENVIRONMENTAL INNOVATION AWARD

PARTNER: 3M CANADA

Award recipient acknowledged at the College of Fellows annual dinner and in a feature in the April 2015 edition of *Can Geo*.



TRAVEL MANITOBA SPECIAL ISSUE

PARTNER: TRAVEL MANITOBA

The Summer 2015 issues of *Can Geo Travel* and *Géographica* were dedicated to travel in Manitoba in both the summer and winter seasons. This partnership also included a photo contest and social media components.

ENDANGERED SPECIES MIGRATIONS

PARTNER: CANADIAN WILDLIFE FEDERATION

One Giant Floor Map, the first of its kind to show all of North America, began touring schools.



ENERGY EXCHANGE MAGAZINE

PARTNER: POLLUTION PROBE

Published and distributed two additional issues of *Energy Exchange* magazine.



ON THE MOVE

PARTNER: CANADIAN BOREAL FOREST AGREEMENT SECRETARIAT

Continued with partner events across Canada.

BIODIVERSITY IN THE CANADIAN ARCTIC

PARTNER: CANADIAN MUSEUM OF NATURE

Five Giant Floor Maps spotlighting Canada's Arctic zoology, botany, paleobiology and mineralogy began touring schools.

ENERGY IQ

PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS

Ten Giant Floor Maps continued touring schools across Canada, the dedicated website was expanded with tailored content and teacher resources, and a teacher workshop was held.

CLASSROOM ENERGY DIET CHALLENGE

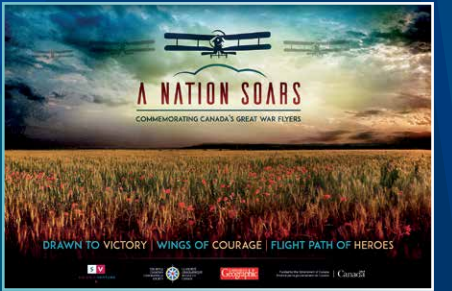
PARTNER: SHELL CANADA

In its third year, the Classroom Energy Diet Challenge saw participation increase to 1,500 schools across Canada and the completion of 960 challenges.

A DEVELOPING WORLD MAP

PARTNER: DEPARTMENT OF FOREIGN AFFAIRS, TRADE AND DEVELOPMENT (FORMERLY CIDA)

Continued distribution of the wall map to schools across Canada.



A NATION SOARS

PARTNER: SOUND VENTURE PRODUCTIONS

For the first part of the *A Nation Soars* trilogy, *Drawn to Victory*, began production of five Giant Floor Maps (one full-size and four classroom-size) aimed at educating Canadians about the evolution of aviation, aerial photography and cartography.

POLAR BLOG

PARTNER: POLAR KNOWLEDGE CANADA (FORMERLY THE CANADIAN POLAR COMMISSION)

Six stories in *Can Geo* (one per issue) as well as 26 blogs, highlighting research and issues in Canada's Arctic.

CORPORATE INFORMATION

The Royal Canadian Geographical Society
1155 Lola Street, Suite 200
Ottawa, ON K1K 4C1
Tel: (613) 745-4629
Fax: (613) 744-0947

Email: rcgs@rcgs.org
Website: rcgs.org

[@CanGeo](https://www.facebook.com/CanGeo) [@CanGeoEdu](https://www.facebook.com/CanGeoEdu)
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[Canadian Geographic](https://www.facebook.com/CanadianGeographic)
Can Geo Photo Club
Classroom Energy Diet Challenge
Royal Canadian Geographical Society

[youtube.com/canadiangeographic](https://www.youtube.com/canadiangeographic)
plus.google.com/+canadiangeographic

CHIEF EXECUTIVE OFFICER
John G. Geiger geiger@rcgs.org

CHIEF OPERATING OFFICER AND PUBLISHER
Gilles Gagnier gagnier@canadiangeographic.ca

CHIEF DEVELOPMENT OFFICER
André Préfontaine prefontaine@canadiangeographic.ca

VICE-PRESIDENT, FINANCE AND ADMINISTRATION
Catherine Frame frame@canadiangeographic.ca

DIRECTOR, STRATEGIC PARTNERSHIPS
Mary Jane Starr starr@rcgs.org

DIRECTOR OF ADVANCEMENT
Jason Muscant muscant@rcgs.org

DIRECTOR OF EDUCATION
Ellen Curtis curtis@rcgs.org

EXECUTIVE ASSISTANT
Sandra Smith smith@rcgs.org

CONTENT CREATION

PRINT MEDIA

SIX ISSUES OF *CANADIAN GEOGRAPHIC*



FOUR ISSUES OF *CANADIAN GEOGRAPHIC TRAVEL*



THREE ISSUES OF *GÉOGRAPHICA*



FOUR SPECIAL INTEREST PUBLICATIONS



ENGAGED AUDIENCE

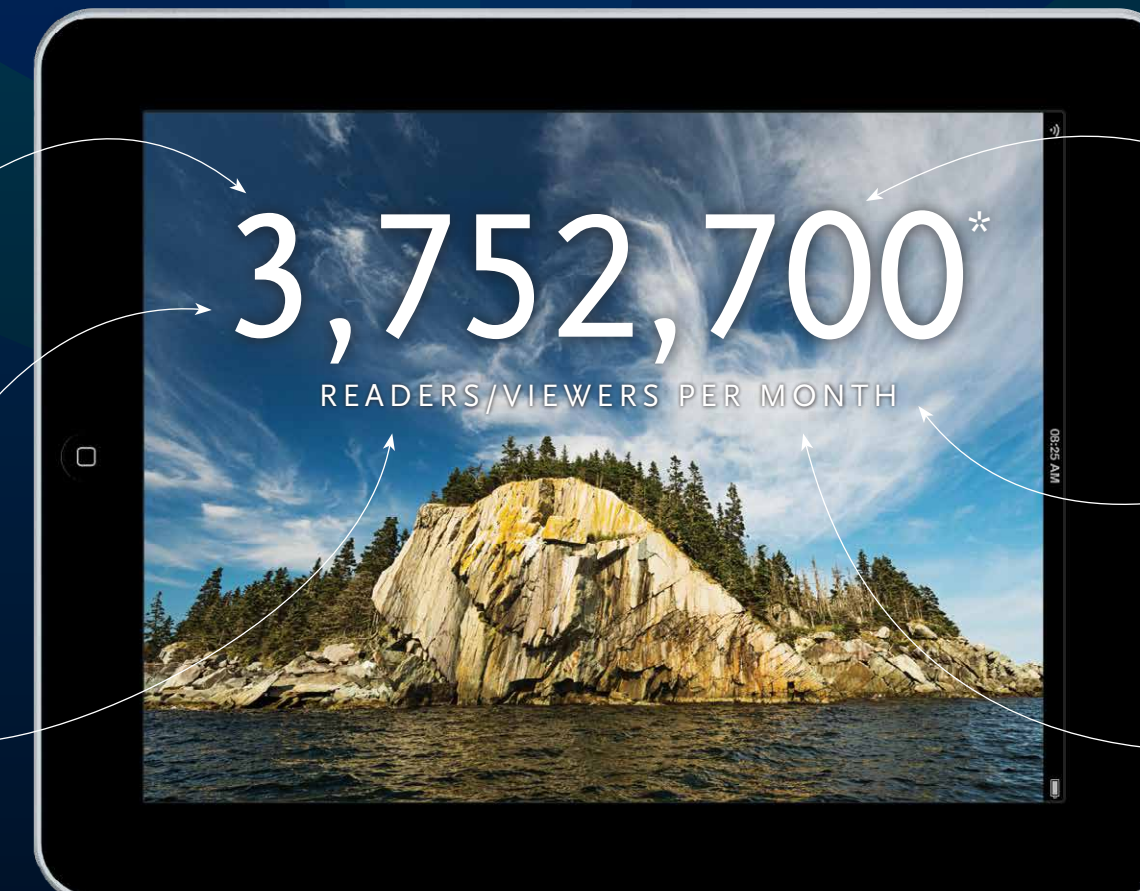
PRINT



DIGITAL



SOCIAL MEDIA



CAN GEO EDUCATION



CAN GEO PHOTO CLUB



E-NEWSLETTERS

