

Alexander Duncan MacDonnell

Writer & Media Specialist

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Duncan MacDonnell offers award-winning expertise in a select range of communications disciplines: editorial direction, content development, writing, photography, design and project management. His written, visual, oral and technical communications skills derive from successful careers in journalism and agency, corporate and public sector communications.

Employment History

- 2005-PRESENT. Senior Public Affairs Officer, Public Affairs Bureau, Government of Alberta, assigned to Department of Sustainable Resource Development. Project management, writing, editing and media relations for topics related to Forest Management, Forest Protection and Forest Business branches.
- 2003-2005. Information officer, Department of Sustainable Resource Development, Government of Alberta. Research, writing, editing and related duties for Forest Management and Forest Business branches, and for Corporate Business Services (formerly Policy and Planning).
- Communications consulting, 1991-2003. Content development, writing, editing and project management for annual reports, websites, positioning documents, issues-based newsletters, magazines and technical reports.
- Project manager and writer, Rodon Communications, Vancouver, 1989-91. Communications planning, corporate writing and project management.
- Managing editor, *Gulf Islands Driftwood* weekly newspaper, 1986-89. National and provincial industry awards for writing, photography and design excellence.
- Managing editor, *Williams Lake Tribune* bi-weekly newspaper, 1984-86. National and provincial industry awards for writing, photography and design excellence.
- Publications editor, BC Hydro, 1982-84. Writing, photography, design and project management for internal and external print publications.
- Managing editor, *Ladysmith-Chemainus Chronicle* weekly newspaper, 1980-82. National and provincial industry awards for writing, photography and design excellence.
- Photojournalist and reporter, *Nanaimo Daily Free Press*, *Powell River News*, *Comox Valley Free Press*, 1975-79. National and provincial industry awards for photography.

Ephemera

- Media Writing and Communications instructor, *Langara College*, 1997-2001.
- Communications Planning instructor, *Vancouver Community College*, 1992-96.
- Publications Project Management instructor, *Kwantlen College*, 1990-91.
- Consulting editorial/production work flow designer, *Coast News*, Gibsons, BC, 1990-91.
- Banff Book Publishing Workshop, 1989.
- Co-author, *Paradise Lots*, full-length play performed to 26 consecutive sold-out houses, including The Belfry in Victoria, 1989.

References and project samples available upon request.

CV

Digital

- Structural design and text, Alberta Ministry of Health and Wellness website.
- Structure and text for Public Information Room, Alberta Department of Energy website.
- Structural design and text, Pacific Institute of Culinary Arts.
- Structural design and text, Dixon Networks Corporation website.

Annual Reports

- *BC Hydro 2002 Triple Bottom Line Report.*
- *Alberta Department of Energy 2001/2002 Annual Report.*
- *Alberta Ministry of Health and Wellness 2001/2002 Annual Report.*
- *BC Hydro 2001 Triple Bottom Line Report.*
- *BC Hydro 2000/2001 Climate Change Progress Report.*
- *BC Hydro 2000 Triple Bottom Line Report (editing).*
- *BC Hydro 1999/2000 Climate Change Progress Report.*
- *BC Hydro 1999 Triple Bottom Line Report.*
- *BC Hydro 1998 Annual Report.*
- *BC Hydro 1998 Sustainability Report.*
- *Workers Compensation Board of British Columbia 1998 Annual Report.*
- *BC Hydro 1997 Report on the Environment.*
- *Power Supply Operations Annual Review 1996-1997.*

Positioning Documents

- *BC Hydro 2001 Triple Bottom Line Report Summary*: concept and text for two-fold 17 x 22" with centrefold poster, summarizing annual report.
- *BC Hydro 1999 Triple Bottom Line Report Summary*: concept and text for two-fold 17 x 22" with centrefold poster, summarizing annual report.
- *BC Hydro 1998 Report on the Environment Summary*: text for two-fold 17 x 22" with centrefold poster, summarizing annual report.
- *BC Hydro 1997 Report on the Environment Summary*: text for two-fold 17 x 22" with centrefold poster, summarizing annual report.
- *Planning Options*: concept and text for two-fold 17 x 22" with centrefold poster, on BC Hydro's resource planning functions and activities, 1991.

Corporate Identity/Issues Awareness

- *Centre For Advanced Wood Processing*: narrative text and photography for six-panel two-fold 25.5 x 11", profiling scientific/technical teaching/research and development centre at the University of B.C., 2001.
- *Dixon Cable: Total fibre optic cable installation solutions*: narrative text for folder and four-page saddle-stitched insert, 9 insert sheets, 1999.
- *Techware: Dedicated to Performance*: text for folder and four-page saddle-stitched insert, 1997.
- *Georgia Strait Fisheries Sustainability Study*: communications planning, concept, narrative text, editing, design and production to camera-ready for four-page 'hard science' review of coastal fisheries issues.
- *Poplar Farms*: concept, narrative text for 8.5 x 14" three-fold brochure to promote poplar farming.
- *Supplying Electricity to Remote Communities*: text for 12-page 8.5 x 11" saddle-stitched booklet profiling BC Hydro's service in non-integrated areas, 1992.
- *TFL 44: The Next Five Years*: two-fold 25.5 x 11" summary of MacMillan Bloedel forest management and working plan, 1991.

Periodicals

- *Access*: monthly magazine for BC Hydro employees; planning, research, text, photography layout and design, and project management, including directing sub-contracted illustrations, writing and production; six issues, Fall/98 - Winter/99.
- *Penstock*: quarterly newspaper for employees of MacMillan Bloedel Ltd.'s Powell River Division; content planning, research, text, photography, layout and design, production to camera-ready, and project management; Fall/93, Fall/94.

- *Independent Forest Farmer*: annual 'corporate identity newspaper' for the Federation of B.C. Woodlot Associations, focused on association goals and the benefits of membership; communications planning and direction, research, text, photography, and project management; 1992, 1993.
- *The Advance*: employee newspaper for Canadian Pacific Forest Products; planning, editorial direction, layout and design, and project management; July, 1990.
- *Intercom*: bi-weekly newspaper for BC Hydro employees; planning, editorial direction, text, photography, layout and design; 1983-84.
- *Northern Projects Journal*: quarterly BC Hydro external audience newspaper discussing potential hydroelectric developments; planning, editorial direction, text, photography, layout and design, and project management; four issues, 1982-1983.

Broad-Circulation Newsletters

- *EnviroLink*: monthly 2-page print newsletter for MacMillan Bloedel Ltd. focused on environmental considerations and regulatory controls for the forest products industry; research, text, graphic design, production to camera-ready, project management; 101 issues produced from April, 1991 to October, 1999.
- *Clockworks*: monthly Year 2000 electronic newsletter for MacMillan Bloedel Ltd. employees; research, text, project management; 24 issues from 1997 to 1999.
- *TimeOut*: monthly electronic newsletter for Insurance Corporation of BC (ICBC) focused on employee communication for Year 2000; research, text; 12 issues from 1998 to 1999.
- *Environmental Info Sheet(s)*: as-required BC Hydro print newsletters summarizing environmental topics; research, text; eight 2-4 page editions between 1995 and 1997.
- *TechTrends*: quarterly print newsletter for BC Hydro employees and customers, focused on science and technology transfer; research, text; 12- and 8- page editions, Winter/98 and Spring/99.

Magazine articles (selected)

- *Morneau pleasant problem for Twins*, NOW, October 2000.
- *Theodosia River dam decommissioning*, Canadian Geographic, May/June 2000.
- *The biggest little hotel in town*, Award Magazine, March 1999.
- *Digital Dynamics: A report from the front lines of the AV technological revolution*, Award Magazine, February 1998.
- *The Possible Dream: Hunkering down to talk Clayoquot*, MB Journal, May 1996.
- *Intelligent Homes*, Award Magazine, September 1995.
- *Power Smart Lights Up Vancouver*, Award Magazine, February 1995.

- *Home Alone: How to create the perfect place to make a living, BC Home Digest, November 1993 (with Shannon Rupp).*
- *Building Your Own Home Theatre, Home Theatre Magazine, Fall 1993.*
- *The Right Toolbox, BC Home Digest, Summer 1992*
- *Renovation Projects: Ideas to Increase Comfort and Value, BC Home Digest, Spring 1992.*
- *Nitinat Triangle offers unique view of nature, News-Leader, February 1986.*

Newspapers

- Managing Editor: *Gulf Islands Driftwood*, weekly tabloid, Salt Spring Island, BC, 1986-89; *Williams Lake Tribune*, bi-weekly broadsheet, Williams Lake, BC, 1984-86; *Ladysmith-Chemainus Chronicle*, weekly broadsheet, Ladysmith, BC, 1980-82.
- Reporter: *Comox District Free Press*, bi-weekly broadsheet, Courtenay, BC, 1978-80; *Powell River News*, bi-weekly broadsheet, Powell River, BC, 1978.
- Head Photographer: *Nanaimo Daily Free Press*, daily broadsheet, Nanaimo, BC 1975-77.

Recognition

- Alberta Health and Wellness website ranked number two (tie) in the fourth annual independent review of 24 Government of Alberta websites, 2002.
- BC Hydro's 2001 Triple Bottom Line report on social, economic and environmental performance ranked number two in Canada in a nation-wide assessment of leading sustainability reporting practitioners.
- International Association of Business Communicators Blue Wave Award of Merit, Technical Writing, 1998.
- BC Motorist Award 'in recognition of journalistic excellence and of efforts to influence public attitudes toward the drinking driver,' 1986.
- Canadian Community Newspapers Association (CCNA) awards for photojournalism, 1980, 1985.
- BC and Yukon Community Newspapers' Association (BCYCNA) awards for photojournalism, 1979, 1980, 1982, 1985, 1987.
- BCYCNA award for editorial writing, 1981.
- CCNA and BCYCNA awards for all-around newspaper excellence, 1981-83, 1985-89.