

## **Public Information Campaign: Soil Erosion, Conservation, and Watershed Health**

### **Assignment Overview:**

Students in groups of two will create a 4-minute educational video, brochure, and poster on an aspect of soil erosion, soil conservation, and/or watershed health for agricultural regions within the Midwestern States. Your materials need to be pitched for the general public, yet provide useful information for those actively working the land within your chosen region.

Due: Six total weeks to complete assignment.  
Topic deadline  
Outline of physiographic features (second week)  
Outline of conservation methods (fourth week)  
Draft Brochure/Poster deadline (fifth week)  
Overall due/presentations/video viewing (sixth week)

Deliverables: 1 poster, 1 tri fold brochure, and 1 four-minute video. You will also have two minutes to introduce your video and materials. Details below.

### **Background:**

Soil erosion is a concern around the globe. The loss of productive topsoil within agricultural regions not only impacts land, but the waterways the sediment enters and the ecosystems that depend on those waterways. Soil conservation aimed at reducing the loss of soil from the land and reducing the sediment load within waterways is of vital importance to the environment within the impacted regions and locations downstream.

Education of the public is an important aspect of land stewardship and the level of awareness of these problems varies community to community. Your campaign will serve to educate the public on soil conservation and provide relative information for community involvement.

### **Campaigns Assignment Details:**

The purpose of this assignment is to provide visually compelling, scientifically accurate, and educational information on the topics of soil erosion, soil conservation, and watershed health. In class and lab we have investigated many factors that influence soil erosion within the Des Moines Lobe region of Iowa. You will now expand and apply that knowledge to other landform regions of Iowa or neighboring Midwestern States. Each group will work on a different region and will need professor approval.

Each group will need to research soil erosion problems within their region. This will require you to look at the physiographic features of the landscape (topography, soils, watersheds, climate, etc.) and the agricultural practices within the region. Once you have determined the significant erosion processes or areas you will then need to research methods of soil conservation that apply to the identified problems and prepare a public awareness campaign on soil erosion and conservation that is region specific.

The campaign will consist of a poster, a tri-fold brochure, and a 4-minute video.

### **Poster Details:**

- Your poster will be 24 tall x 36 wide inches. You will want to keep your printable area to slightly less than 36 inches to insure that nothing gets cut off.
- Your poster must be made in Power Point. We cannot print a poster in another format.

- Your images and font size should be clearly visible from 4 ft away.
- All information within your poster including visuals must be referenced (MLA style). You will include references on your poster. This is the only section that can be 12 point font and not clearly visible from 4 ft.
- Your poster must have a title and all group members' names.
- You will need to sign-up for a time to print your poster. You will need your poster on a flash drive (USB thumb drive) and still as a power point file. Any other format and your poster will not be printed securing you an F.

### **Brochure Details:**

- 2 pages of text and images, with a tri fold layout. Will provide an example layout for your examination.
- Power point is a good program to use for your brochure, but you can use whatever program you want as long as you turn in a pdf file.
- Single-spaced text, 12 point font for main text. 11-point font for figure/image captions, 14-point font for brochure title.
- Cover of brochure must include a title. You will also want to reserve this page for a very general overview of your region or topic.
- Middle pages must include text and figure/images that convey the main erosion problems and possible conservation solutions. You will not be able to have an exhaustive list of either topic so you will need to determine what is most important within your region and focus on those topics.
- Back of brochure must include a resource list. This list must not be larger than half the page.
- All information within your brochure including visuals must be referenced. Use superscript numbers to reference within your text and MLA style for your actual reference list.
- You will turn in a separate works cited list for all three deliverables.
- You will be graded on your ability to succinctly provide information in a captivating manner. Think about your content, flow of information, and the visual appeal of your brochure.

### **Video Details:**

- Your video will have a run time of 4-minutes, with no more than 30 seconds of credits.
- You are welcome to be creative with your presentation here, however you will need to convey the same message as your printed materials.
- Video quality will vary depending on your skill. I am not expecting these to be shot in high definition. Smart phones with decent video are perfectly acceptable, but you can check out video cameras from the tech office if you have loftier goals. Likewise you may choose to make your video entirely on the computer.
- Editing software depends on your computer format and many free versions are available if you do not already have some type of software. Let me know if you need any assistance.

### **Grade:**

The project will be graded on the quality of information, degree of tailoring the information to your region, proper citations/references, and overall professional look to the campaign. Keep in mind that the poster, brochure, and video are to present a unified front, however they should be able to stand alone and still provide the same overall message.