

Report for 2001NE1581B: Information Transfer

There are no reported publications resulting from this project.

Report Follows:

2001 USGS ANNUAL REPORT
UNL WATER CENTER

INFORMATION TRANSFER PROGRAM:

NEWSLETTER:

The *Water Current* newsletter is in its 35th year of continuous publication. Published six times per year (February, April, June, August, October and December). An annual reader survey is published in the April issue. The newsletter was completely redesigned for general appearance and certain content directions in October 2000. Fine-tuning of this redesign continues. University of Nebraska water-related research and cooperative extension faculty are featured on a regular basis. Guest columns are published from area water-related professionals in each issue. Individual issues are 8 or 12 pages, usually 12 pages as our coverage and focus expands. A 16-page commemorative issue celebrating the centennial of U.S. Bureau of Reclamation projects in Nebraska and Wyoming was published in October 2002. Research briefs, research progress reports and RFPs are frequently published. Subscriptions are available at no charge to the public and there are approximately 2,700 subscribers. The *Water Current* is printed in full color, including all photographs and graphics.

Virtual copies (PDF-format) of the newsletter are on-line at <http://watercenter.unl.edu>.

OTHER PRINT RESOURCES:

Water Center informational brochures. Updated as needed to provide overviews of the mission and programming of the UNL Water Center. Distributed free. Published in 2002 were full-color informational brochures on the Cooperative Ecosystems Studies (CESU) and Ecology and Evolutionary Biology Program (EEAI). A complete redesign of the Water Center's informational brochure is in the works.

Water Center Pocket Directory. Published in 2002. It is a pocket-size brochure listing key NU, federal, state and local water resource agencies and points of contact. A quick guide to water professionals and assistance for the public. Distributed through the local Natural Resource District (NRD) and state offices.

Sixteen-page newspaper tabloids on wetlands and drinking water issues, respectively published in 1997 and 1999 continue to be used by a variety of university programs, 4-H, FFA, state agencies and the public schools in natural science curriculums and educational programs on these issues. Distributed free (in quantity).

Calendar. For the first time, the Water Center cooperatively funded and developed a promotional wall calendar with the University of Nebraska's Conservation and Survey Division. NU archival photographs have been used and the calendar celebrates the history

and successes of both the Water Center and Conservation and Survey Division. These will be distributed at conferences, tours and open houses.

A range of water-related publications produced outside the UNL Water Center are also made available in print and/or electronic versions, most at no charge, through the Water Center's web site.

NEWS RELEASES:

The Water Center writes and publishes about 25 press releases annually based on research, cooperative extension, teaching and public outreach programming sponsored or co-sponsored by the Water Center. They are used to announce conferences, seminars, summer festivals, tours, waste pesticide collections and other activities as well as to publicize recent research results. These are widely published in state newspapers, as well as in organizational, trade and professional journals. The releases support a wide variety of UNL water-related research and programming that crosses department lines and is interdisciplinary in nature.

ELECTRONIC RESOURCES:

Electronic versions of newsletters and other print materials, RFPs, information about the Water Center and its research faculty, information about the Water Sciences Laboratory and course information for graduate and undergraduate students in water-related fields of study are available at <http://watercenter.unl.edu>. The Water Center co-sponsors four additional sites: the UNL Water Sciences Laboratory, the Platte Watershed Program, the UNL Department of Agronomy and Horticulture's Festival of Color and the UNL-based Cooperative Eco-Systems Study Unit (CESU). Each of these is program specific. Many free water-related publications and other resources are available through these sites. They can be found at:

UNL Water Sciences Laboratory: <http://www.ianr.unl.edu/waterscience/wsl.html>

Cooperative Eco-Systems Studies Unit (CESU): This site went on-line earlier this year at

Ecology and Evolutionary Biology: This site also went on-line earlier this year at <http://ecology.evolution.unl.edu/>

UNL Groundwater Chemistry Laboratory: <http://csd.unl.edu/csd/staff/harvey/lab.html>

The Water Center's web site was extensively redesigned in late 2000. It is actively maintained and frequently updated. Faculty members now have their own web page and there are links to current research, academic programs for undergraduate and graduate students, extension and outreach programming, water-related links, and much more.

Vastly increased use of color and graphics was part of the site redesign. A PDF-format, virtual copy of the *Water Current* newsletter was added.

CONFERENCES, SEMINARS AND TOURS:

Nebraska Water Conference normally conducted in March and co-sponsored by the Water Center, Nebraska Water Conference Council and other academic, commercial and non-profit organizations. The conference attracts about 200 speakers and participants. News releases, brochures and a program are produced for this event.

Water Resources Seminar Series is a series of 12 to 14 public lectures held from January to April each year and co-sponsored by the Water Center and other NU departments and concerns. The series may be taken for graduate or undergraduate student credit or as a free public series. News releases, mailings and brochures are produced in conjunction with this event. This year's seminar was held in conjunction with the NU Conservation and Survey Division and other UNL departments.

Summer Water and Natural Resources Tour: Co-sponsored by the Water Center, Nebraska Water Conference Council and other NU, public, private and commercial entities. The annual three-day tour is conducted in June and is used to educate on current water and natural resource issues effecting Nebraskans. About 100 water users, legislators, ag producers and members of the public attend. News releases, mailings and a brochure are produced in conjunction with this event. This year's tour, held in late July, attracted a five-year high in attendance.

Annual Water Faculty Forum: Held for the first time in nearly three years in April 2002. The forum was revitalized as a means for gathering NU water-related faculty to spur discussion of interdisciplinary research, sharing of research results and progress and to showcase cooperative extension and outreach programs. Assisting research faculty to work cooperatively in attracting large, interdisciplinary research grants and funding was a prime goal of the forum. The event was attended by more than 40 NU water-related faculty, support staff and graduate students.

School of Natural Resource Sciences Research Colloquium: Held for the first time in 2002. A one-day symposium designed to give researchers, extension program leaders and graduate students the opportunity to present their work in front of their UNL colleagues, as well as for planning future research and programming collaborations. Co-sponsored and co-planned by the Water Center.

EDUCATIONAL DISPLAYS:

The Water Center makes frequent public displays in association with conferences, symposiums, water-related trade shows, educational open houses and water and environmental festivals. These average 8-10 per year.

Water Center staff participate as presenters in such educational festivals as The Groundwater Foundation's "Children's Groundwater Festival," NU's "Earth Wellness Festival," "Husker Harvest Days" and others.

PROMOTIONAL ITEMS:

Inexpensive promotional items such as coffee mugs, key chains, lanyards, etc. imprinted with the Water Center's new bi-color logo and web address and telephone numbers are produced for distribution in conjunction with educational programs/displays, student recruitment seminars, conferences and tours as funds are available.

PESTICIDE EDUCATION OFFICE:

The Water Center helps with publicity, promotion and press relations for programs conducted by the UNL Pesticide Education Office, which is part of the UNL Department of Agronomy and Horticulture. These efforts include press releases supporting statewide programs supporting pesticide container recycling and waste pesticide collections. The UNL Pest. Ed. office was formerly part of the Water Center until an administrative reorganization split the two.