

Report for 2002NE33B: Water Center Educational Materials

There are no reported publications resulting from this project.

Report Follows:

Information Transfer Program:

2002 USGS Annual Report
UNL Water Center

Newsletter:

The *Water Current* newsletter is in its 34th year of continuous publication (dating to 1968). It is published in February, April, June, August, October and December and has a free distribution of more than 2,800 copies, more than 95 percent of which represent requested subscriptions. An annual reader survey is published each April.

Full color photographs and graphics were added to the *Water Current* this year.

A 16-page special issue was published in October, recognizing the U.S. Bureau of Reclamation's centennial.

Water-related research and extension faculty are featured in each issue.

Guest columns are published in each issue. Area water-related professionals and educators write these on a wide variety of topics and opinions.

Individual issues are normally 12 pages in length.

Editorial content is geared both toward a general audience and toward water professionals, researchers and academicians.

Virtual copies of the newsletter are available on-line and archived at <http://watercenter.unl.edu>

Other Print Resources:

Water Center informational brochures. Updated and produced annually. Overviews of the mission and programming of the UNL Water Center, Great Plains CESU, EEAI unit and other centers and units affiliated with the Water Center. Distributed free.

Water Center Pocket Directory. A pocket-size brochure listing key NU, federal, state and local water resource agencies and points of contact.

Newspaper tabloids on wetlands and drinking water issues respectively published in 1997 and 1999. These continue in use by a variety of university programs, 4-H, FFA, state agencies and the public schools within natural science curriculums and educational programs. Distributed free (in quantity).

Pocket cards. Credit card-size. Explain commonly used terms such as "cubic feet per second (CFS)," acre-feet, gallons per minute, etc.

A range of publications produced outside the UNL Water Center, particularly fact sheets from the USGS, are also made available in print and/or electronic versions, through the Water Center's web site.

News Releases:

The Water Center produces about 25 press releases annually. Most of these are based on research, cooperative extension, teaching and public outreach programming involving the Water Center. They are also used to announce conferences, seminars, tours, pesticide collections and other activities. 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.

Electronic Resources:

Electronic versions of newsletters, print materials, information about the Water Center and Water Sciences Laboratory and course information for graduate and undergraduate students enrolling in water-related courses of study are available at <http://watercenter.unl.edu>. The Water Center co-sponsors these additional sites, each of which is program specific:

Water Sciences Laboratory: <http://waterscience.unl.edu>

Platte Watershed Program: <http://ianrwww.unl.edu/ianr/pwp/pwp.html>

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

Great Plains Cooperative Eco-Systems Studies Unit (CESU): <http://greatplains.cesu.unl.edu/>

The Water Center's web site was redesigned in December 2000 and will be redesigned again in 2003.

Conferences, Seminars and Tours:

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

Water Resources Seminar Series. A series of 12 to 14 public lectures from January to April each year. Co-sponsored by other NU departments and units. The series may be taken for student credit or as a free public lecture series. News releases, mailings and brochures are produced in conjunction with this event.

Platte Watershed Symposium is co-sponsored by the Water Center and other NU departments and centers, as well as from the U.S. Environmental Protection Agency, Region VII and the U.S. Fish and Wildlife Service. The bi-annual symposium explores research and educational programming related to the ecology of the Central Platte River Basin area of Nebraska. Approximately 200 attend. News releases and brochures are produced in conjunction with this event.

Summer Water and Natural Resources Tour. Co-sponsored by the Nebraska Water Conference Council and other NU, public, private and commercial entities. The annual three-day tour is conducted in July and is used to educate and inform 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.

Fall Research Colloquium. A new event held in conjunction with UNL's School of Natural Resource Sciences. Brings water and natural resource researchers and students together for a one-day symposium to share research results and progress. This year's event attracted about 75 faculty members and students.

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.

In addition, Water Center staff present at 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, web address and telephone numbers are produced for distribution in conjunction with educational programs/displays, student recruitment seminars, conferences and tours.

UNL Pesticide Education Office:

The Water Center helps with publicity and press relations for programs conducted by the UNL Pesticide Education Office, which is part of the UNL Department of Agronomy and Horticulture. This includes press releases supporting pesticide container recycling and waste pesticide collection programs.