



Outreach Update 2010

– by the numbers

Videos

“Culture of Conservation” video series including “Troubled Waters”

DVDs distributed:.....	1,800
YouTube views (as of 12/22/2010):	
The Work of Our Hands	63
Don’t Call it Dirt: A Passion for Soil.....	653
Building a Culture of Conservation:	
Iowan to Iowan.....	105
Water is Life	433
We All Have a Place in the Watershed	115
Reclaiming Stewardship.....	111

Troubled Waters:

Part 1: Natural Resources and Biodiversity	181
Part 2: Human Intervention & Modification ..	132
Part 3: Pollutants.....	84
Part 4: Ecological Resilience	143
Part 5: Blessed be the River	224

Planter Conversion for No-till

DVDs distributed.....	700
YouTube views (as of 12/22/2010):	
Conclusion	449
Furrow Point	449
Fertilizer Applicators.....	452
Row Cleaners	1,258
Closing Systems (Case IH)	1,363
Closing Systems.....	541
Depth Adjustment (Case IH)	967
Depth Adjustment	246
Seed Opener (Case IH)	915
Seed Opener	2,088
Intro and Leveling	2,885

How-to videos in production:

1. Grassed waterways
2. Manure management
3. Cover crops

Events

- Conservation Station:** 50 events, 4000+ attendees
- Rainfall Simulator:** 17 events, 4000+ attendees
- Other:** 14 events, approximately 2600 attendees
- Field Days:** 10, approximately 870 attendees
- Youth Events:** 24 events, 5760 attendees

Publications

Think Pieces (formerly Fact Sheets/Info Sheets):

1. Transition to No-till
2. Economics of Residue
3. Iowa Watersheds, and
4. Water Quality and Conservation Practices
5. The Language of Conservation
6. Cellulosic Biofuels and Your Farm

Topics in development:

- Outcomes from ILF listening sessions/ideal SCWD commissioner
- Using a whole-farm approach, what affects water flow on the landscape?
- Cover crops
- Wetlands and bioreactors
- Land ownership and tenancy

2011 Webinar Series

3rd Wednesday of each month, 12 noon

- Jan: A Culture of Conservation, Jacqueline Comito
- Feb: Will the rain ever stop? Christopher Anderson
- Mar: Cover Crop Management, Jeremy Singer
- Apr: Nitrogen Management and Water Quality, Matt Helmers
- May: Bioreactors: Benefits and Potential Challenges, Laura Christianson
- June: Impacts of Bacteria on Water Quality, Michelle Soupir