



# Become a Prairie Strips Consultant

## Part 2: Prairie Strips Communications Piece

This addendum provides guidance on building a communications piece about prairie strips for your business or clientele as part of the Iowa State University Extension “Become a Prairie Strips Consultant” Program. Prior attendance at a workshop is required. The basic plan is for you to develop a communications piece, send us your draft, edit and improve it based on our comments, and launch a high quality product.

### Frequently Asked Questions

1. *How long does the communications piece have to be?*

About 500 words.

2. *Is there a required format?*

No. Communications pieces vary. We want the format to fit your business or clientele. Some ideas are: brochure, fact sheet, newsletter article, web page, academic poster, advertising spread, cloth or fiber banner. The words may be verbal in a series of blogs or videos.

3. *Does it have to be 100% about prairie strips?*

Yes and no. Prairie strips must be the *focus*. However, the content may include other elements and technologies. You might compare and contrast prairie strips with other landscape practices or discuss prairie strips in the context of an ecological issue, such as water quality.

4. *What if I already published a piece, but used the “Become a Prairie Strips Consultant” workshop to improve it?*

That might work. The piece would need to show substantial improvements as a result of participating in the workshop. To show improvements, send the original with the date of publication (it would be before the workshop date) when you provide the improved piece.

5. *Does adding photos to an otherwise textual piece count as improved?*

It certainly improves things. But improvements in the narrative are needed, too. This can be done in combination with photos by providing labels for photos, and then discussing photos in the text. But photos alone aren't enough.

6. *Will you provide photos for me to use free of cost?*

We can talk about that. Check our publications for candidate photos. Everything will need to be cited.

7. *I'd like to use portions of your existing publications on my website, since the text is already correct, and then provide commentary below your text. Would that count?*

Probably not. This is potentially “fair use copyright” territory. You should not use more than about 10% of someone else’s work, even if you cite it. Instead, provide a URL link so that someone can get to our website or to the ISU Extension store to download the publications. The communications piece should be your own work.

### 8. *You mean I can’t quote you?*

You can use quotations, up to 45 words at a time, with double quotation marks, and a citation next to it, and a full citation at the end of your piece. Use a few of these, and shorter ones (4-5 words), as for any written piece. The citation formatting choice is yours (Chicago, Harvard).

### 9. *How do I submit my work?*

Send an email with your work as an attachment, or as a link to a web page, to Rachael Whitehair at rachaelw@iastate.edu at Iowa State University. Avoid PDF. Include a paragraph with a description of the communications piece, such as your audience, any co-authors, and resources used. All photos and other words should be cited.

### 10. *What happens to my work when I send my piece to the program?*

We assign the piece to a scientist. He or she will check science/economic content related to prairie strips. If there are other types of facts, such as archeology or State of Iowa history facts, for example, we will not check those. The scientist will provide comments on science/economic content related to prairie strips. We hope you will revise your content with the comments in mind. Once you get it back and make any changes, you can add to the bottom of this specific piece:

**“Reviewed by the STRIPS science team at Iowa State University for science/economic content related to prairie strips on DATE.”** When you publish or post, let us know because we want to keep track!

### 11. *Can I request a particular scientist to review my work?*

Yes. However, academic schedules and fieldwork may interfere with timely return.

### 12. *What if I skip Part 2?*

No problem. However, the Part 2 Communications Piece of the “Become a Prairie Strips Consultant Program” qualifies participants for Part 3, which involves installation of prairie strips on a client landscape with potential eligibility for a \$1,000 bonus.

### 13. *Is there a due date?*

August 1, 2018 submission deadline, no matter which workshop you took. This program is offered for a limited time because we are on grant funding.

### 14. *That’s it?*

One more thing. When Part 2 is done, we will send a ‘Become a Prairie Strips Consultant’ Completion Certificate.