

# Communicating Important Information: *Brochures and Electronic Media* *Kiosks and Display Panels*

Any mix of “standing” communication tools can be used to convey important navigational safety information, provide interpretation that enhances the experience for recreational users, and

## **Mapping**

Whichever formats are used in water trail development, the nexus of this information is a good map. Mapping assistance can be provided from Iowa DNR River Programs. Often, additional work is done by a consulting graphic designer. Some standards apply for state designation: all newly developed maps must use current icons supplied by the Iowa DNR and maps must use the statewide mapping access mile numbering system, to avoid later confusion as neighboring counties are designated.

## **Web, handheld media, and brochures**

Both paper and electronic communication tools can be highly effective in helping users make informed decisions that ultimately enhance both safety and experiences along Iowa’s waterways. Brochures have the advantage of being something people can happen upon at parks, Iowa Welcome Centers, and other locations. Electronic communication has the advantage of tailored formatting, attracting younger demographics, relatively low expense, and are searchable by engines such as Google or Bing when people are specifically looking for your water trail.

*Web Examples:*

[www.naturallylouisacounty.com/](http://www.naturallylouisacounty.com/)

[www.iowadnr.gov/riverprograms/files/map\\_cedarvalley.pdf](http://www.iowadnr.gov/riverprograms/files/map_cedarvalley.pdf)

<http://ohiodnr.com/watercraft/trails/howto/tabid/2899/Default.aspx>

<http://www.susquehannarivertrail.org/>

## **Considerations**

Keep the following display panel information was researched with a number of considerations in mind:

- They will sometimes be submerged.
- Some will be at remote locations that are not regularly patrolled.
- They should offer inviting, richly displayed information that enhances the waterway experience and entices new enthusiasts to the water.
- They should include a way to distribute map pamphlets about the water trail.

Some kind of informational kiosk is required at least at some of the major accesses along each water trail. It is a local decision to determine where they would be best

located. If a different type of solution works better for your local project, using a different kiosk style at accesses that those described below will not prevent your group from receiving a state water trails grant.

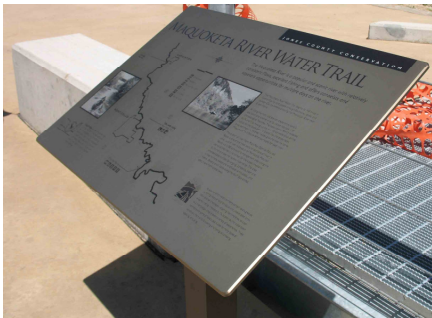
### **Suggestions for information to cover**

- River and/or lake touring information including description of what one will encounter on the water.
- Fishing information on the waterway (including species with pictures). You are encouraged to contact your district fisheries biologist for assistance.
- River and/or lake safety information (see “basic safety text” below)
- Information on wildlife that visitors may encounter on the river. You are encouraged to contact staff from the Iowa Wildlife Diversity Program for assistance.
- Local historical and cultural information relating to the river or other type of waterway. Historical societies are often a good resource.

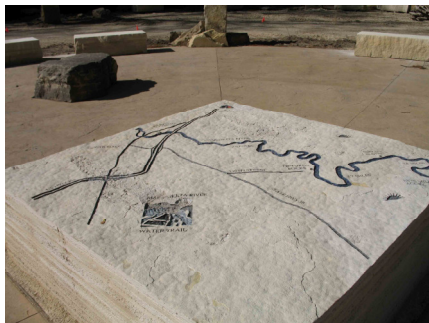
### **Display panels from Iowa/national/international vendors**

A seemingly endless number of options exist for displays that can set the tone for your water trails, help establish your sense of place, and set it apart from other water trails in Iowa. Fiberglass-embedded and laminate composite display panels are an attractive, durable option.

Budget range (with frame, installed): \$700 to 3,000



An metal engraved display example.



A stone engraved map example.



A fiberglass-embedded example.

Vendors:

[www.panniergraphics.com](http://www.panniergraphics.com)

[www.fossilinc.com](http://www.fossilinc.com)

[www.fossilinc.com](http://www.fossilinc.com)

[www.kvoindustries.com/projects-yosemite.html](http://www.kvoindustries.com/projects-yosemite.html)

[www.weberstone.com](http://www.weberstone.com) (Stone City Quarries)

A standard water trail display panel is available from Iowa DNR River Programs staff. E-mail [watertrails2@dnr.iowa.gov](mailto:watertrails2@dnr.iowa.gov).

## Des Moines River Water Trail

### Gotch State Park to Fort Dodge

Gotch State Park to Deer Creek Access      Deer Creek Access to Fort Dodge

**T**he Des Moines River is Iowa's largest interior river, extending from southwest Minnesota's Lake Shetek and crossing Iowa northwest to southeast before joining the Mississippi River at Keokuk. The Des Moines River is Iowa's largest interior river, extending from southwest Minnesota's Lake Shetek and crossing Iowa northwest to southeast before joining the Mississippi River at Keokuk. The Des Moines River is Iowa's largest interior river, extending from southwest Minnesota's Lake Shetek and crossing Iowa northwest to southeast before joining.

#### Wildlife viewing

The reintroduction of river otters in the state of Iowa occurred in 1983. The reintroduction of river otters in the state of Iowa occurred in 1983. The reintroduction of river otters in the state of Iowa occurred in 1983. The reintroduction of river otters in the state of Iowa occurred in 1983. The reintroduction of river otters in the state of Iowa occurred in 1983.

#### Safe river use

Wear your Personal Flotation Device! Wear your Personal Flotation Device! Wear your Personal Flotation Device! Wear your Personal Flotation Device! Wear your Personal Flotation Device! Wear your Personal Flotation Device! Wear your Personal Flotation Device! Wear your Personal Flotation Device!

#### Geology

The segment of the Des Moines River, west of the headwaters of the Des Moines River, is a paleo-channel, about 12,000 years old. This segment of the Des Moines River was the headwaters of a paleo-channel, called a paleo-channel, about 12,000 years old. This segment of the Des Moines River was the headwaters of a paleo-channel, called a paleo-channel, about 12,000 years old.

#### Angling

#### River touring

#### Cultural History

## Roofed kiosks



Roofed, wooden kiosks with plexi-glass bulletin boards may be favored if materials and maps will be actively maintained. A problem with them can be fading of paper displays can quickly appear dated.

**For further ideas, see the follow links:**

[http://www.esi.info/productLandingPage.cfm/Information-signs-for-parks/\\_/R-237.8262](http://www.esi.info/productLandingPage.cfm/Information-signs-for-parks/_/R-237.8262)

[http://www.tourism.sa.gov.au/WebFiles/Trail\\_Signs - Draft\\_Guideline.pdf](http://www.tourism.sa.gov.au/WebFiles/Trail_Signs_-_Draft_Guideline.pdf)