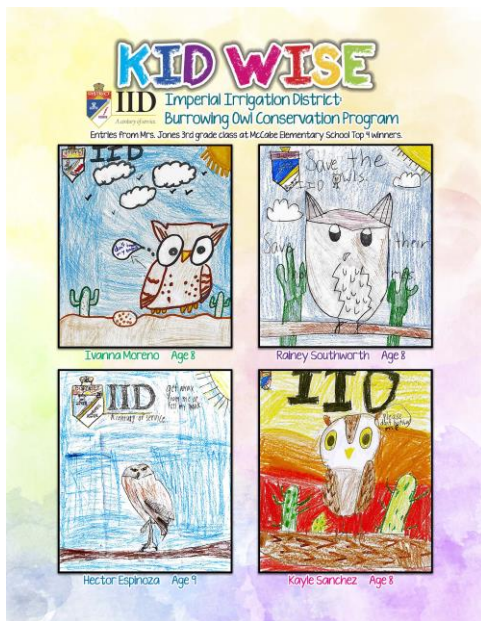


Kid Wise – Design an Ad Program

What is Kid Wise?

Each quarter IID's Environmental Mitigation Section teams up with Imperial Valley Alive! Magazine to get into a 3rd grade classroom to implement the Kid Wise – Design an Ad Program. An environmental specialist from IID and an advertisement specialist from Alive! Magazine will come into the classroom and speak about a local environmental topic or issue, advertisements and how to design an ad. Each student then designs their own ad to submit and 4 winners are selected and featured in the next issue of Imperial Valley Alive! Magazine.



What is involved?

The Kid Wise team will come into the classroom for a 30-45 minute presentation of both the environmental topic or issue and advertisements. We will bring a poster board with information for the classroom. We LOVE questions – so plenty of time will be given at the end of the presentation. Each student will be given a copy of a previous Alive! Magazine to get examples of printed advertisements. IID will provide the Design an Ad Template and art supplies for each student. An

environmental specialist will be back in 1 week to pick up the entries.

What sorts of Environmental Topics are there?

IID's Environmental Mitigation Section is involved in many different projects including burrowing owls, desert species (lizards, plants, and mammals), managed wetlands and marshes, and the Salton Sea to name a few. If there is a topic that you would like us to focus on please let us know before we set up a date to make sure we bring the right displays.

How and when will the winners be chosen?

Staff from the IID Water Department will each pick their top 4 entries from the class. The 4 students with the most votes will be featured in the next quarter issue of Alive! Magazine. We will come back once the magazine is printed and provide copies for the class, as well as a few extras for your school!

All entries are posted to Alive! Magazine's website <https://www.imperialvalleyalive.com/photo-galleries.html>

How can you incorporate this into your classroom?

We have geared the program to fit with the NGSS standards for Molecules to Organisms and Ecosystems. Some teachers have their students conduct additional research after the presentation to learn more about the topic or issue. Students can then use the research conducted to create short stories or poems and/or develop a diagram or model.

For More Information Please Contact:

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