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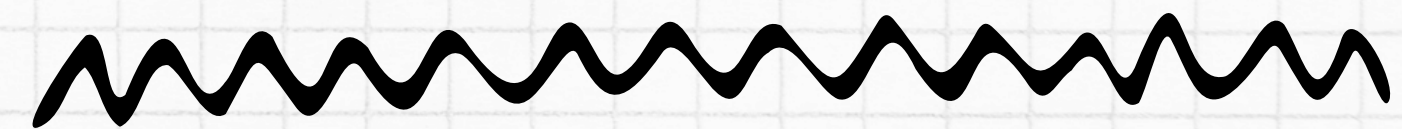
MAKING THE VIDEO





What did we do?

Make a music video about site
hygiene in two days!



Who was involved?



- 2023 Fish and Wildlife Propagation Fund
 - \$5,000 grant from the Alameda County Fish & Game Commission

Who was involved?

- Job training center for young adults (18-26) that helps them
 - earn a high school diploma
 - gain job skills
 - pursue college
 - have family-sustaining careers
- Do a lot of environmental enhancement and mitigation projects across the Bay Area – trail construction and maintenance, woodland fire mitigation, habitat restoration and shoreline resiliency, and waterway improvement.



Who was involved?



- Nonprofit in Oakland, CA
- Uses Hip Hop music & culture as a vehicle for education, empowerment, and employment
- Focuses on promoting positive hip hop culture and skill building for youth
- Professional artists and educators that teach beatmaking, rapping, graffiti, breakdancing, and more!



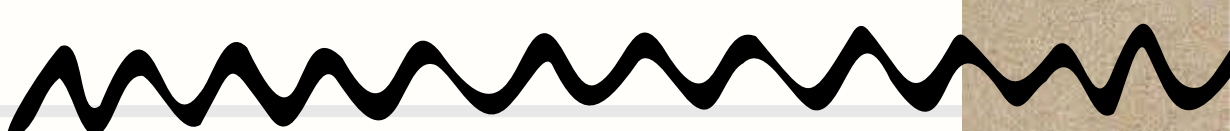
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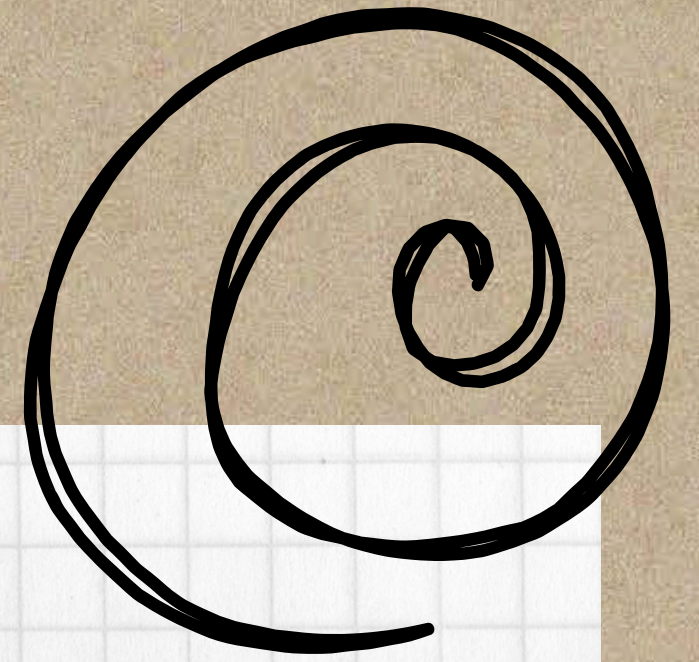
8:30 am - 3:30 pm

- History of hip hop
- Make our beat!
- Songwriting and rhyming
- What is site hygiene?
- Lunch @ 12:30 pm
- Write and record lyrics
- Brainstorm visuals for tomorrow

9/8/23

9:30 am - 4:30 pm

- Record visuals
 - Final takes for vocals
- 



History of Hip Hop

- When and where it started
- Social conditions that led to its creation
- Cultural impact on the world today

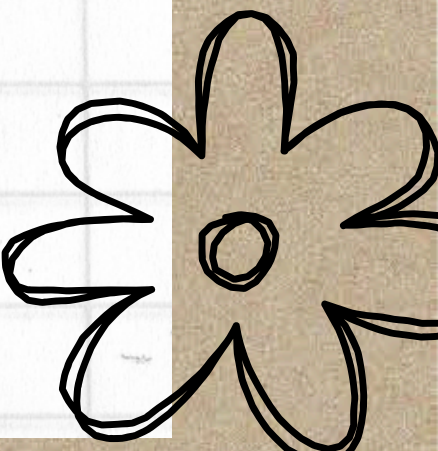


How to make a beat

- What's a bar?
- Mixing
 - BPMs
 - Beatgrids
- Song arrangement

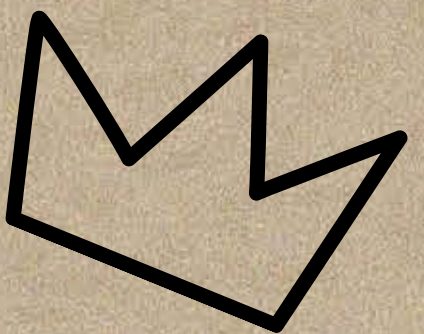
Songwriting and rhyming

- Metaphors, alliteration, personification
- Rhyme schemes
- Slant rhymes vs true rhymes
- "Cat in the hat" game with word bank



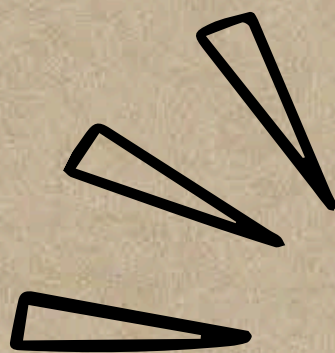
Word Bank

- Mud
- Tools
- Shoes
- Weeds
- Hygiene
- 99%
- Soil
- Disease
- Dirty
- Boots
- Arrive
- Leave
- Ecosystem
- Invasive
- Clean
- Seeds





Site Hygiene!





Plants can be...



Invasive

- Quickly reproduce and spread
- Change habitats
- Reduce biodiversity
- Cause extinctions
- Increase fire hazards
- Often introduced

Introduced

- "Non-native", the opposite of a native plant
- Not native to the place it's been brought into

Native

- A plant that has evolved in an area for thousands of years
- In California, "native" often means plants and animals that were here before European arrival

Weeds

- A plant out of place

Site hygiene

Prevents the
spread of
weeds and
STDs!



S_{oil}
T_ransmitted
D_iseases

P.S. No one calls them STDs!!! They're technically called "soil BORNE diseases"

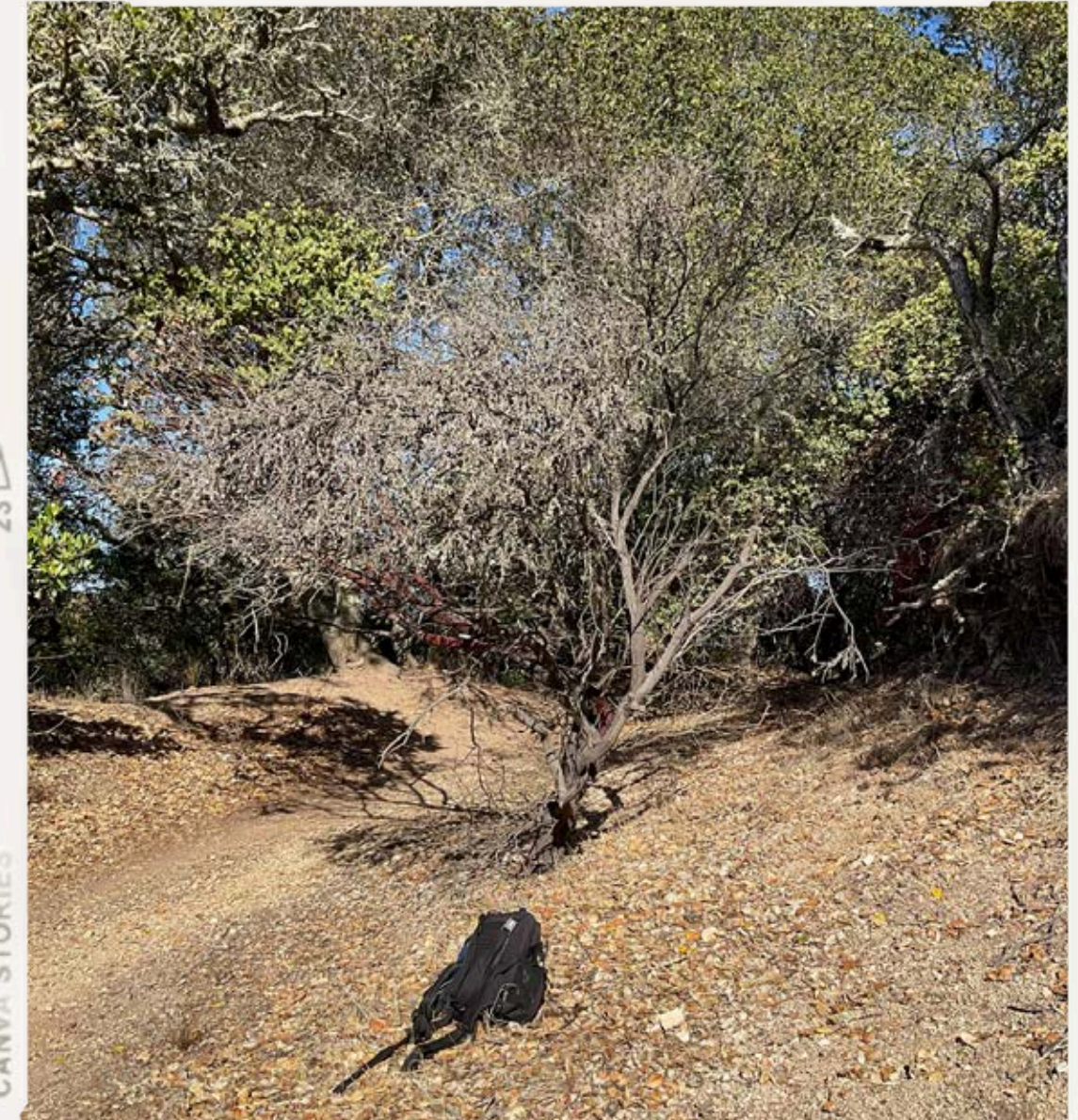
What is a soil-borne disease?



2017



2018



2022



One really big problem...

PHYTOPHTHORA!!!!

- Literally means “plant destroyer”!
- Once it’s in the environment, you can’t get it out.
- Human activity is the main way it’s spread into wildlands, including restoration work!



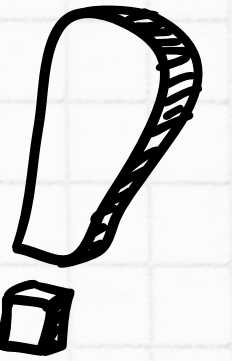
How are weeds and soil-borne diseases introduced?

HUMAN ACTIVITY!

- Dirty tools
- Dirty boots
- Nursery plants
- Moving soil



Site hygiene is like personal hygiene...
Make it a habit!



Clean your boots, tools,
and any other gear...



Boots



Tools



Other gear



Main points to remember



1

Weeds & soil disease can spread quickly, and are a major threat to CA ecosystems

2

Humans are a major way weeds and soil diseases spread, but that also means we can prevent it!

3

We can reduce the spread of weeds and soil disease by 99% just by getting things reasonably clean!

4

Arrive clean, leave clean!
Make site hygiene part of your routine. Prevention is key!

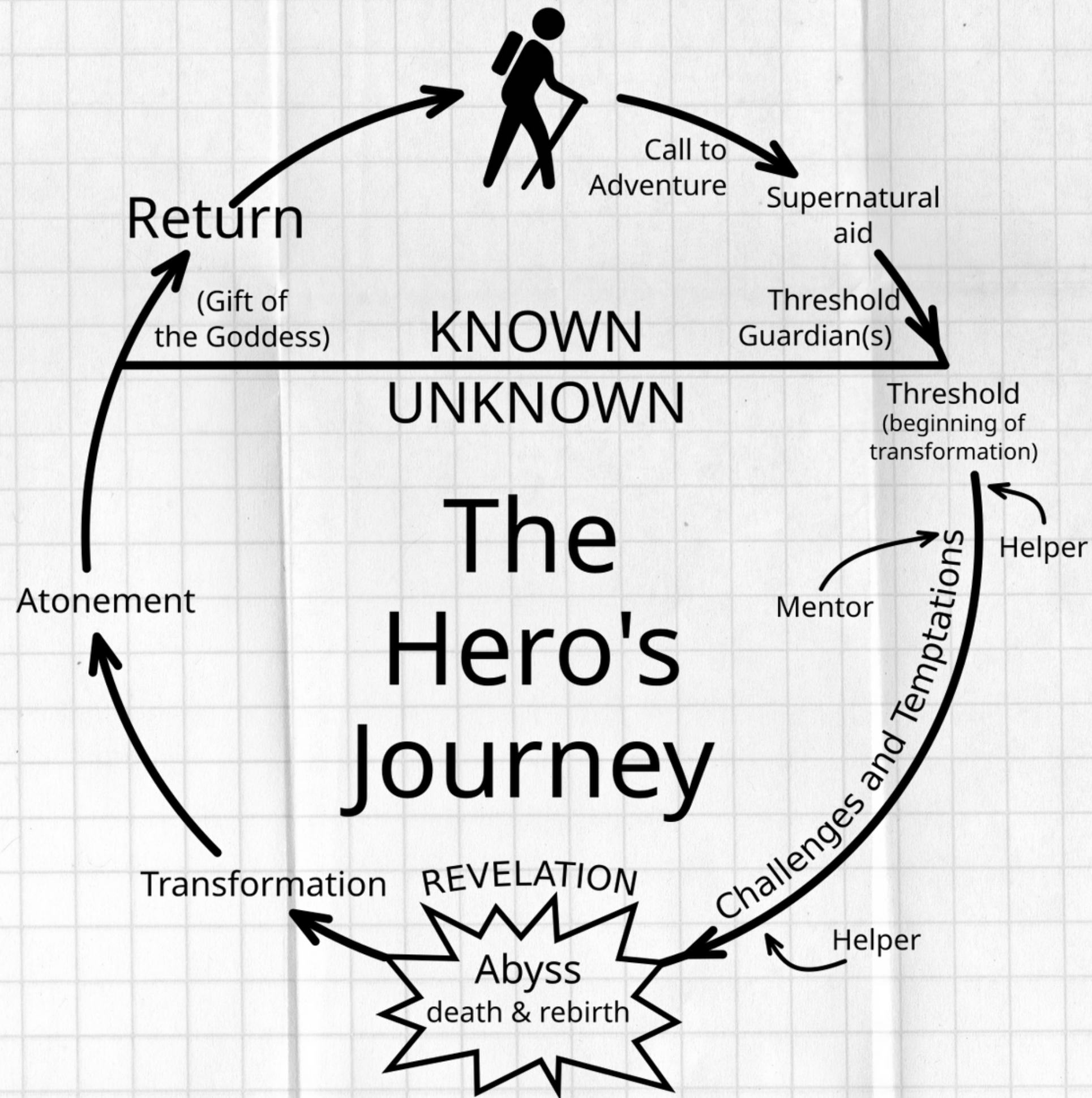
/// The next day...

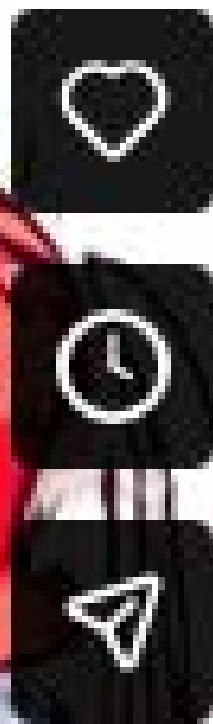
Recording all the visuals!

Recording final vocal takes!

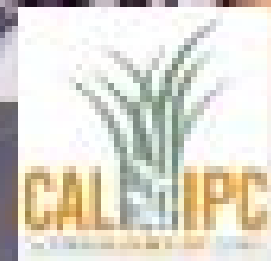
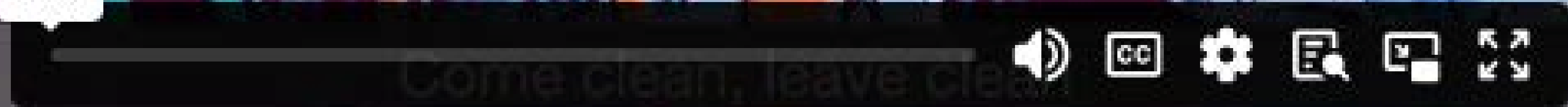
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03:12



Afterwards...

- Video is a valuable educational tool!! Makes site hygiene much more appealing and memorable.
- After plant ID and ecology trainings, Corpsmembers often report that site hygiene, specifically the video, was their favorite part
- Goal was to make a educational music video about site hygiene, but we also wanted to get Corpsmembers involved in messaging and do something weird, creative, and out of the box



Thank you



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