

- ▶ The revised brochure.

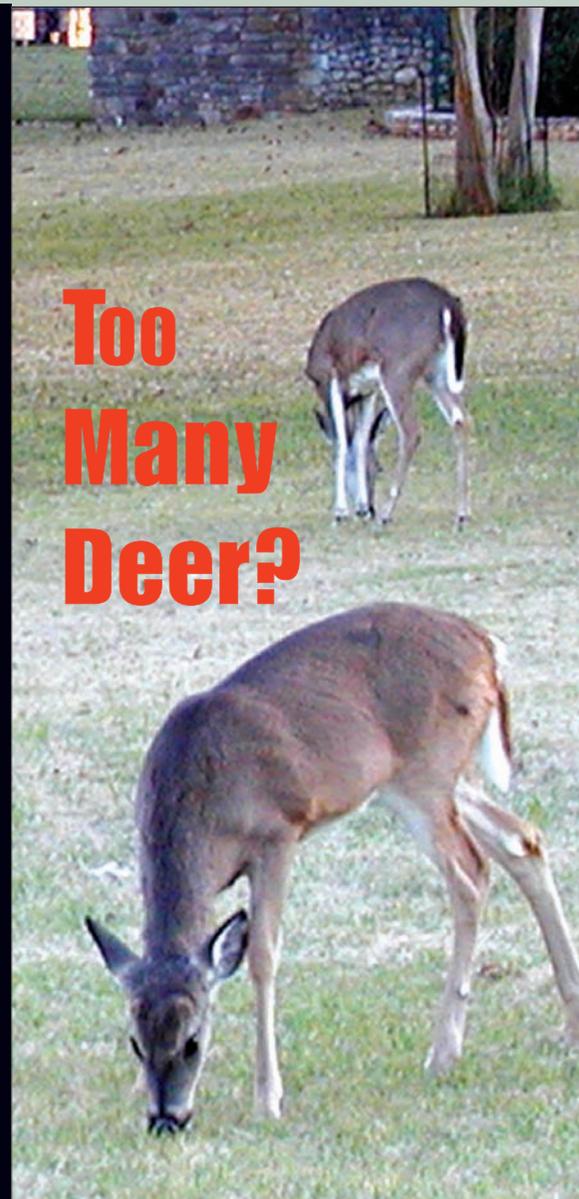
More compact brochure size allows readers to take publication with them.

Front cover asks simple question and provides an image to support the question. Simple bold type contrasts with image.

Back cover provides phone number for more information and a photo which makes the phone number easy to remember. →



Back Cover



Front cover



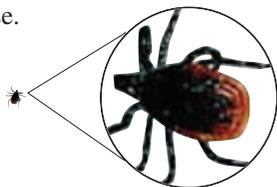
Photograph of multiple deer in suburban landscape visually supports claim made by author

Overpopulation Is Bad for Deer

White-tailed deer have become a frequent sight in Lakewood. While these graceful creatures are a delight to watch, the abundance of deer has become overwhelming. Even though the deer have eaten many of our flowers, shrubs, and trees, they are obviously malnourished. Overpopulation leads to many collisions of deer and vehicles.

The Threat of Lyme Disease

Deer also carry ticks that spread Lyme disease, which can be fatal to humans. In the suburbs of New York City and Boston, the number of cases of Lyme disease has risen dramatically since 1998, the result of an out-of-control deer population. The disease has spread throughout the Midwest, and now only six of the fifty states are free of Lyme disease.



Deer tick actual size and magnified

Solutions that Have Been Tried

- Trapping and relocating deer is costly, and most deer die during the process or shortly after they are relocated.
- Wild animal contraceptives have been tried without success because deer learn to avoid the bait that carries the contraceptive, and high doses are required for the contraceptive to be effective.
- Longer hunting seasons can reduce the number of deer in rural areas, but deer hunting is not possible when they give birth and raise their young in our front yards.

What We Must Do

No plan will work until the deer population is brought down to sustainable limits. We have no way of relocating deer. Thus, trapping them with immediate euthanasia is the only practical solution. Allowing deer to die of starvation or as road kill denies our responsibility. Our most ethical choice is to manage the deer population until we can find a nonlethal means to control their explosive birth rate.

Headings in boldface and color provide contrast to the text.

Bulleted list breaks up text into easy-to-understand units

Photographs of deer tick emphasizes the problem of disease associated with a large deer population. Caption explains the size differences shown in the images