

## Services on Stage

Activity Extension: Awareness Campaigns and Public Service Announcements

Challenge students to design an ad campaign to help spread the word about marine diversity. They can design a poster or make a video targeting a particular audience. Allow teams several days to plan and script the ads, and a week or more to produce them.

Have the students brainstorm characteristics that make ads effective. Among other things, a good advertisement

- presents a clear message;
- relates the message to people's lives;
- is attractive, clever, and interesting enough to grab people's attention; and
- connects to people's values and what they care about most.

Before designing their ads, tell your students that they should decide who their audience is. For example, they could target a particular age range (peers, parents, or senior citizens) or a particular interest group (consumers, sports fans, or music lovers.) They should also decide what their message is and whether they need examples to illustrate the message. Explain that, by doing these things first, they'll find it easier to come up with an interesting design.

Students can write radio public service announcements (PSAs) based on their ad campaign posters. The PSAs should be less than one minute long, include pertinent information on the services provided by their particular marine species, and use snappy, attention-getting language.

When the teams have completed their ads, have them share the ads or videos with the entire group. Encourage the students to make concise, clear, and interesting presentation. After the presentations, display the posters where other people can see them and show the videos to a larger audience.

Adapted with permission from "Services on Stage," an activity in *Oceans of Life: An Educator's Guide to Exploring Marine Biodiversity* ©2003, published by World Wildlife Fund as part of *Windows on the Wild*, an international biodiversity education program.

## Examples of Advertisements and PSAs

One example of an awareness campaign is BREEF's "Eat Beef" campaign to call attention to the Nassau Grouper closed season. A photo of the campaign postcard is in *Treasures in the Sea*, page 85. More information and a flyer can be found under "Our Marine Resources" on BREEF's Web site, [www.breef.org](http://www.breef.org).

Click on the links below for other examples.

Fiji sea turtles: Save a Cultural Icon

[http://www.wwpacific.org.fj/publications/marine/poster\\_turtleIcon.jpg](http://www.wwpacific.org.fj/publications/marine/poster_turtleIcon.jpg)

Animals protest litter

<http://www.hrclean.org/images/litter%20finalposter600.jpg>

Fertilizers contribute to marine pollution

<http://www.westchestergov.com/planning/environmental/LISpost2.htm>

“The Power of One” - one person can make a difference

<http://www.bluefront.org/print/video/choices.php>

Biodiversity Project ads

Medicinal value of biodiversity

[http://www.biodiversityproject.org/ADS\\_PDF/ad\\_crab.pdf](http://www.biodiversityproject.org/ADS_PDF/ad_crab.pdf)

Importance of Wetlands

[http://www.biodiversityproject.org/ADS\\_PDF/mini\\_mall\\_ad.pdf](http://www.biodiversityproject.org/ADS_PDF/mini_mall_ad.pdf)

[http://www.biodiversityproject.org/ADS\\_PDF/ad\\_wetland.pdf](http://www.biodiversityproject.org/ADS_PDF/ad_wetland.pdf)