Project Guide: You're On the Air - for the Environment
All organisms affect their environment. Some interactions are positive, such as bees pollinating flowers to produce the honey and foods we eat. Other impacts are negative such as overgrazing grasslands in the savannahs of Africa or human destruction of the rain forest for farming. In this project, you will work in small groups (3-6 students) to create a commercial or public service announcement to air on television (the Smart Board) playing the role of the Public Service Announcers. Your task is to make viewers aware of a local, regional and global issue related to global climate change with your focus on the Chesapeake Bay region. You may provide a broad overview of the issues associated with climate change or tackle a specific topic within climate change such as fossil fuel extraction, processing, transport, and/or use. Be sure to discuss an issue or issues that occur in one place and have an impact on people in those areas and other places. The environmental issue you choose for this project must be a local or regional one (Cove Point Liquefaction Project, Panda Mattawoman natural gas plant, fracking in Pennsylvania and West Virginia, compressor station in Myersville Maryland, etc.). Use the space below to brainstorm what your group will discuss about climate change in your commercial/public service announcement. Remember, according to the rubric, you must talk about cause, effect, solutions, and resource use in your commercial.

Name______Class_____

Your audience will vary based on the channel you select to make your public service announcement (i.e. MTV, Sci-fi, Comedy, Cartoon, Cooking, DIY, BET, UPN, Lifetime, Nickelodeon, ESPN, etc.). In this challenge, your group must convince typical viewers to take an active role in the local environment and raise awareness AND action about your specific environmental issue. Decide who your audience is and ways in which you may convince them to become better caretakers of our fragile planet. Use the space below to develop some ideas. Use and attach a separate sheet of paper if necessary.

successful commercial will appeal to the viewers of the chosen channel and will identify and describe a local/regional issue that affects people where it occurs AND in other places. Suggestions for how the issue can be addressed (SOLUTIONS!) by individuals in a community must be included. You and I will use the same rubric to evaluate each group's telecast. The telecast may be no longer than 3 minutes, no shorter than 30 seconds. You may find it useful to develop a script for your broadcast. Use the space below to prepare your screenplay. Use and attach a separate sheet of paper if necessary.

You may wear costumes and create appropriate backgrounds for your telecast. A
