

Public Service Announcement

Grade 7 – Languages



Lesson Details

Grade Level:	7	Curriculum Links:	Languages	Time Needed:	2 hours in class, plus homework
Learning Goal	To gain a sense of media literacy while sharing information about the threat's turtles face everyday. To develop a Public Service Announcement, targeted towards an audience of their choosing, develop a story board, and execute the delivery.				
Success Criteria	By the end of this activity, students will have created their own Public Service Announcement, gained an understanding of targeting media to a certain audience and used literacy skills to get their message across.				
Specific Expectations	<p><i>Media Literacy</i></p> <ul style="list-style-type: none"> • Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions and techniques; • Reflect on and identify their strengths as media interpreters and creators, areas for improvement, and the strategies they found most helpful in understanding and creating media texts. 				
Materials Needed	Worksheet (attached), Pencil, Computer, Internet Access.				

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Overview	Students will examine a variety of Public Service Announcement medias and create their own. The overarching topic will be about Ontario Turtle Threats and Protection. Students may create whatever media text they choose and target their work towards whichever audience they choose.
Activity	<ol style="list-style-type: none"> 1. Start by showing the class a variety of PSA medias (E.g. radio announcement, TV commercial, news broadcast, a poster, a skit etc.); this will allow the students a chance to see a few different forms of advertising. 2. As a class, brainstorm the purpose, audience and effectiveness of each type of advertisement you just reviewed. 3. Next, explain that they will be tasked with creating their own Public Service Announcement. The topic will be about Turtle Conservation in Ontario; however, the students may choose anything to advertise under that topic. 4. Students can be broken into small groups for this assignment or complete it individually. 5. Students should be given the attached worksheet and begin their research, deciding on a specific topic, audience, and media type. 6. They will then begin creating their media. This can be done during class time or assigned as homework. 7. Students will then present their Public Service Announcements to the class. 8. Finally, the students will independently reflect on their work, filling out the attached worksheet.
Background Information	Turtles are essential in maintaining water quality by removing the sources of harmful bacteria; turtles eat carcasses of fish and animals that die in lakes and wetlands. Turtles are also essential in keeping fish habitat and wetland areas thriving. Turtles can take between 30 and 60 years to replace themselves in Nature- that means it takes this long for them to have one successful offspring. Turtles can take between 8 and 20 years to

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	reach sexual maturity – and then, there are so many challenges that eggs, then hatchlings, and then juvenile turtles face in nature and which obstacles are made worse by humans. Only 0.06% of eggs hatch and these hatchlings survive to reach adulthood. This is why turtle conservation is vital to keeping a healthy ecosystem and balance.
Blacklist Masters	<ul style="list-style-type: none"> • Worksheet (attached) • Video Link(s): How You Can Help Ontario Turtles and Threats to Ontario Turtles • For more information, please visit https://www.turtleguardians.com/why-saving-turtles-is-important/
Place-Based Learning	Students will gain a deeper appreciation for turtles and what they offer to our environment.
Inquiry-Based Learning	<p>Using Open Inquiry, students will research the importance of turtle conservation and create a Public Service Announcement based on their newly gained knowledge.</p> <p>Ask the students:</p> <ul style="list-style-type: none"> • Why are turtles at risk? • Why is conservation important? • How can we help turtles and to conserve their habitat?
Turtle Stories	Visit a local wildlife centre to understand how they advertise important information to the general public. What media styles do they use? Students are encouraged to share their experiences, pictures, and Public Service Announcements on the Turtle Stories website, found here: https://www.turtlestories.ca/
Turtle Guardian Program Links	After completing Level 1 (Ontario Turtle Identification) of the Turtle Guardian Program , students can move onto Level 2 (Wetland Watchers). In this level the students learn how to monitor wetland habitats and contribute to knowledge of wildlife-biology in the region. For more information, please visit https://www.turtleguardians.com/what-is-a-turtle-guardian/

My Notes



Public Service Announcement Planning

Topic:

Ontario Turtle Conservation and Awareness

Subtopic:

Audience:

Reason for Choice of Audience:

Type of Media (Skit, Radio Ad, TV Commercial, News Broadcast, etc.):

Reason for Choice of Media Type:

Items Needed:



Public Service Announcement Reflection

How effective do you think your choice of media was at targeting your intended audience? Explain using specific examples.

Which skills and knowledge did you use, about media texts, that helped you to create your Public Service Announcement?

What is one thing you thought worked well in your Public Service Announcement? Why?

What is one thing you would change about your Public Service Announcement? Why?
