



Mass Audubon

April Vacation Virtual Camp

Friday: Wake Up to Wildlife

Grades 6 - 8

SPEAK UP FOR NATURE!

Make your Own PSA about Wildlife

What you Need

Recycled materials to make costumes (scrap fabric, paper bags, old clothes)

Poster board

Markers

Crayons

Optional

- Camera
- Cardboard to make scenes

Jump Start the Exploration

Public Service Announcements (PSAs) are important messages written on posters, shown as commercials on TV, or advertised on the radio that inform the public. One of the most memorable PSAs was Smokey the Bear's "Only you can prevent forest fires." Smokey the Bear is a super-sized bear that tells people about fire prevention, a message from the United States Forest Service. However, did you know that Smokey was at one time a real bear?

In 1950 a forest ranger stationed at a fire tower in New Mexico spotted smoke and called the location into the nearest ranger station. There was a huge wildfire sweeping along the ground between trees, driven by a strong wind. Forest rangers, local crews from New Mexico and Texas, worked hard to put out the wildfire. Word had also spread of a bear cub near the blaze. Many people working to put out the fire hoped the mother bear would return for him. As the flames grew stronger the cub took refuge in a tree that had become completely charred. The cub survived the fire, but his paws and legs were badly burnt.

The New Mexico Department of Game and Fish rescued the cub and put it on a plane to Santa Fe where it could be treated for its severe burns. News quickly spread through New Mexico of the cub's survival story.

News quickly spread of the cub's survival story and the New Mexico Department of Game and Fish received calls from the public concerned about the bear being released back into the wild.

The state game warden wrote to the National Forest Service and offered to take care of the cub only if it would be used for education on conservation and wildfire prevention. The cub was then sent to the National Zoo in Washington D.C. and became the inspiration for the Smokey the Bear campaign.

Smokey the Bear is an excellent example of how a character that the public could identify with became an important messenger for the environment. Today, we're going to create our own PSA about a wildlife issue that we care about, using Smokey the Bear as an inspiration!

How did Smokey's story make you feel about fire prevention?

What wildlife are you passionate about?

What are some problems that you know of that impact wildlife?

How would you make people care about saving wildlife?

How would you tell people wildlife is important?

Staying Safe

Always ask for adult guidance when using technology, computers, or uploading to the internet.

Ask for permission to re-use old things as new crafts!

DIRECTIONS

1. Think about wildlife issues that are important to you. In additional resources below are links to some challenges facing wildlife. You might also want to pick a broader topic that impacts a lot of wildlife like plastic pollution or climate change.
2. Think about ads, videos, and posters that you have seen that had an important message for the public. Some examples are hand washing posters, commercials about healthy food choices, or dog leash signs at parks. How did they make you feel? What stuck out to you? What would you change? If you can find an example of a PSA, make a list of things that you think are helpful in it and things that you would remove from it.
3. Decide on the type of PSA you would like to make. You could make a poster, a video, a song, a dance, or even a tweet! Think about what you love to do and how you can use your skills to share something important with others. Your PSA will have a stronger impact if you really care about it!
4. Design your PSA. Start with a rough draft. Making a video? Write a script. Creating a poster? Sketch out some ideas. Choreographing a song and dance? Practice that number!
5. If you are making a video make props by using earth-friendly materials like recyclables or natural items. You could make a backdrop, design a cool outfit. If you are making a poster why not use nature to decorate it.
6. Showcase your final product. Show your family, send your creation to friends (with adult permission), display your poster for your neighborhood.
7. Send your PSA to Mass Audubon at mass_audubon@massaudubon.org! We would love to add them to the website or feature them on Facebook.

Talk About Your Learning

Why did you pick that topic?

What was the hardest part about coming up with a PSA?

How did it make you feel to work on something you can share with others to make a difference?

How do you think your PSA will impact other people?

What are some other issues you might be interested in making PSAs about, now that you have one under your belt?

What are some other ways you might be able to get involved and make a difference?

Additional Resources

Mass Audubon: [Protecting Pollinators](#), [Protecting Wildlife](#), [Climate Change](#)

World Wildlife: [Wildlife](#), [Forests](#), [Freshwater](#)

National Oceanic Atmospheric Administration: [Resources on Oceans and Coasts](#), [Marine Life](#), [Climate and Weather](#)

National Geographic: [Reducing Plastic as a Family is Easy](#)

Young Voices for the Planet: [Documentary Films About Saving the Earth](#)