

EVERY ACTION MATTERS

CLASSROOMS TAKE CHARGE

Service-Learning Lesson Plan

Project: Climate Change Action Public Service Announcements

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Project Overview: Students choose one of their actions from the Communities Take Charge website and create a 30 - 60 second public service announcement urging others to take that action as well. Public service announcements can be played as part of your schoolwide video announcements or can be shared with other classes.

Learning Objectives

Students will communicate the importance of the chosen action to help reduce greenhouse gas emissions.

How were the learning objectives evaluated?

The Public Service Announcement was evaluated by student peers.

Service Objectives

Advocate for other students to also take steps to reduce greenhouse gas emissions

How were the service objectives evaluated?

Students evaluated their own public service announcements and chose another public service announcement whose action they chose to do, as well.

Subject Areas: Physical Science or Earth Science

Grade Levels: 7th, 8th, 9th, 10th, and 11th

Materials Needed:

- Access to video camera, smartphone, or tablet computer with video editing app

Time Required to Complete Project:

- One week



Photo: Sample PSA credits made by McKay High School students encouraging people to visit the Take Charge website.

Human Energy Systems Units Used (For lesson plans visit: carbontime.bsccs.org)

Activity 1.1 Human Energy Systems Unit Pretest

Activity 1.2 Graphing Arctic Sea Ice

Activity 1.4 Finding a Trend in Arctic Sea Ice Data

Activity 2.1 Home Groups: Three Considerations for Making Sense of Large Scale Data

Activity 2.2 Expert Groups: Analysis of A Large-Scale Phenomenon

Activity 2.3 Home Groups: Share Expertise

Activity 3.2 The CO₂ Trend: Your Ideas about the Keeling Curve

Activity 3.3 Why We Care About the Keeling Curve

Activity 4.1 Finding the Carbon

Activity 4.3 The Seasonal Cycle

Activity 4.5 Follow the Carbon

Activity 5.1 Carbon Emissions Jigsaw

Activity 5.2 Energy Scenarios

Activity 5.3 The Upward Trend

Activity 6.1 How We Use Organic Carbon

Lessons & Activities (See below.)

1. Communities Take Charge Public Service Announcement
2. PSA Rubric
3. View example student projects online:
 - https://www.youtube.com/watch?v=Z_J0uGFFLp8&feature=youtu.be
 - https://www.youtube.com/watch?v=XCjHW_527CI

Celebrating Student Accomplishments

We celebrated with a public service announcement film festival.

Project Milestones

- Students sign up on Classrooms Take Charge (Mar)
- Teach Human Energy Systems (Apr-Jun)
- Shoot PSA (Apr)
- Edit PSA (Apr)
- Edit PSA (Apr)
- Students choose which PSAs to be played on the school news (May)
- PSAs shown on school news (May)



Photo: Sample PSA made by McKay High School students encouraging fellow students to save energy.

Communities Take Charge Public Service Announcement

Time: 4 lesson periods (200 minutes)

Objective: The student will advocate for a chosen Communities Take Charge action by creating a public service announcement for it.

Prep: Students have chosen the action from Communities Take Charge that they think is most important before they come to class.

Materials: one tablet computer or smartphone with video editing software (iMovie works well and is free for iOS devices) for every two to three students

Put students together in groups of two or three (three is ideal) based on the action they chose from CommunitiesTakeCharge.org.

Their task is to create a Public Service Announcement for their chosen action. Commercials must:

- include humor
- urge people to sign up for CommunitiesTakeCharge.org
- integrate graphics and music (use iMovie)
- be 45 - 60 seconds long

Day 1

20 minutes: brainstorming and creating a rough outline of the commercial.

5 minutes: each group presents their idea to one other group

15 minutes: write the script

10 minutes: read the script to another group and listen to theirs

Day 2

50 minutes: edit script as needed and shoot

Day 3

50 minutes: edit footage into a 45 - 60 second PSA

If students finish early, they can start showing it to another group or to the teacher for feedback and further editing.

Day 4

50 minutes: PSA Film Festival

Students watch each other's PSAs and give them a score based on the rubric below. This can either be done as a large group watching all together or as a stations rotation with one member staying with their iPad to show the PSA to groups as they rotate through. At the end, scores are tallied and the highest scoring group in each period has their PSA submitted to be shown on the school-wide video announcements.

PSA Rubric

Requirements: include humor, urge people to sign up for CommunitiesTakeCharge.org (must be spelled correctly for full points), integrate graphics and music (use iMovie), be 45 - 60 seconds long

4 - BEYOND

- All of the requirements are evident and exceeded
- The product is very compelling and extremely well thought out
- The product shows lots of creativity and is entertaining

3 - MET

- All of the requirements are evident
- The product is compelling and well thought out
- The product shows creativity and is entertaining

2 - ALMOST

- Most of the requirements are evident
- The product is compelling and well thought out
- The product shows some creativity and is entertaining

1 - FAR TO GO

- Many of the requirements are missing
- The product is poorly done
- The product shows little to no creativity