

# Create Conservation Ads

**HOW CAN YOU CONVINCE OTHERS TO PROMOTE ENERGY CONSERVATION?**

## Help students create a conservation advertising campaign.

Break students into groups to develop public service announcements (PSAs) to promote conservation.

Ask them to produce a 30- or 60-second spot to convince others to adopt good energy conservation habits. These can be radio scripts, or TV spots, if video and editing capabilities are available. They could also be a magazine or newspaper advertisement, or campaign.

As part of the exercise, have the students inquire if their PSAs can be aired over the PA system at school, or at other events, such as science fairs, PTA meetings, local cable TV and local community access channels, etc. They could also inquire if their advertisements could be printed in local papers, or ecology or conservation newsletters.

