

GRADE 6

ALIEN INVADERS!

POST-VISIT LESSONS • SUPPORT MATERIALS

Students Reference: CATCHY SLOGANS AND MESSAGES

Products and Services

Apple Computer – iPod	"50,000 songs in your hand"
Britney Spears – Curious	"Do You Dare?"
Capital One	"What's in <i>your</i> wallet?"
Cingular Wireless	"Raising the bar"
HBO	"It's not TV; it's HBO."
Las Vegas	"What happens here, stays here."
Nike	"Just do it"
PlayStation 2	"Live in your world; play in ours."
State Farm Insurance	"Like a good neighbor, State Farm is there."
Verizon Wireless	"Can you hear me now?"

Public Service Announcements

National Crime Prevention Council	"Take a bite out of crime!"
National Highway Traffic Safety Administration	"Click It or Ticket" and "You could learn a lot from a dummy. Buckle Up."
Partnership for a Drug-free America	"This is your brain. This is your brain on drugs. Any questions?"
U. S. Forest Service	"Give a hoot, don't pollute."
United Negro College Fund	"A mind is a terrible thing to waste."
U.S. Department of Transportation	"Friends Don't Let Friends Drive Drunk"

**Student Reference:
INVASIVE SPECIES**

COMMON NAME	SCIENTIFIC NAME
African malcolmia	<i>Malcolmia africana</i>
Arabian grass	<i>Schismus arabicus</i>
Asian longhorn beetle	<i>Anoplophora glabripennis</i>
Athel	<i>Tamarix aphylla</i>
Barbwire Russian thistle	<i>Salsola paulsenii</i>
Brown tree snake	<i>Boiga irregularis</i>
Camelthorn	<i>Alhagi pseudoalhagi</i>
Cheatgrass	<i>Bromus tectorum</i>
Hydrilla	<i>Hydrilla verticullata</i>
Kudzu	<i>Pueraria lobata</i>
Malta star thistle	<i>Centaurea melitensis</i>
Mediterranean grass	<i>Schismus barbatus</i>
Mexican paloverde	<i>Parkinsonia aculeate</i>
New Zealand mudsnail	<i>Potamopyrgus antipodarum</i>
Nile perch	<i>Lates niloticus</i>
Nutria	<i>Myocastor coypus</i>
Oleander	<i>Nerium oleander</i>
Purple loosestrife	<i>Lythrum salicaria</i>
Red brome	<i>Bromus madritensis ssp. rubens</i>
Russian knapweed	<i>Acroptilon repens</i>
Sahara mustard	<i>Brassica tournefortii</i>
Saltcedar, salt bush, or tamarisk	<i>Tamarix ramosissima</i>
Starling	<i>Sturnus vulgaris</i>
Tall whitetop	<i>Lepidium latifolium</i>
Tiger mosquito	<i>Aedes albopiticus</i>
Tree tobacco	<i>Nicotiana glauca</i>
Zebra mussel	<i>Dreissena polymorpha</i>

Student Reference: WRITING A PUBLIC SERVICE ANNOUNCEMENT

A Public Service Announcement, also known as a PSA, is a short message that takes 30 to 60 seconds to say on radio, television, or the Internet. PSAs can also be printed in magazines, the newspaper, or even on billboards. PSAs call attention to issues that affect people's lives. They notify or warn the public about the possible consequences of an action. PSAs raise awareness. They don't sell products. Your job is to write a 30 to 60 second PSA and create a "catchy" jingle or slogan about invasive species.

WHAT DO WE KNOW?

Through your classes and your Forever Earth field trip, you have learned answers to the question, "What effects can an invasive species have on an environment?" Now, your job is to write a PSA that addresses the question, "What, if anything, can or should be done to prevent or control the introduction of an invasive species?" Working with a partner, write a 30 or 60 second public service announcement urging the public to:

- prevent the introduction of zebra mussels into Lake Mead; or
- control the spread of invasive species such as tamarisk, cheat grass, brassica, or Russian thistle.

WHAT DO WE DO?

You have already been given a handout of some catchy slogans that are part of actual PSAs. Now it's time to plan your own PSA. Consider the following tips for writing a PSA:

- Get ideas for your PSA by watching local TV and listening to local radio stations.
- Select your target audience. Appeal to their interests, e.g., boating, fishing, birding, camping, or environmental protection.
- Research your invasive species.
- Brainstorm all the possible messages about your invasive species that you could include in your PSA. Then select the most important message to get across to the listener/viewer.
- Double check your facts. It is important for your message to be accurate.

JUST DO IT! WRITE AND FINALIZE YOUR PSA

- Look for a “hook” for your PSA such as music, humor, an attention-grabbing fact, or a frightening prediction; it is important to immediately capture the attention of the listener/viewer.
- Write the copy (text) for your PSA.
- Select background music and scenery to make your message appealing.
- Test your message aloud. A PSA should be brief, clear, and dramatic: since they are 60 seconds or less, make every word count.