

# TIME TO ACT: A COMMUNITY AWARENESS PROJECT

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After reading "Saving Our Sturgeon," it's time to act. Let's start with an activity that raises community awareness. Your teacher may have you do this individually or in groups.

## Community Awareness as Stewardship

1. Consider what you've learned about sturgeon, Wisconsin's ancient fish. They have unusual anatomy, including scutes and barbels. There are two species of sturgeon still swimming in Wisconsin (the lake sturgeon and the shovelnose sturgeon). They have an interesting spawning process. What other facts may have stood out to you?
2. Select an audience to share information/a story with. Will you communicate with your family and friends? Share your project with your teachers and other staff? Display it in your school? Or maybe you'll bring your creation to one of the sturgeon events described on page 100 of "Saving Our Sturgeon."
3. Write some notes about what information you would like to communicate to your selected audience. Think about the most important thing you want to say that will persuade the audience to care for this dinosaur fish.
4. Now, let's help you create something to share that information. Pick one output type and follow the instructions:
  - a. **Poster/flyer** - Choose whether you want to create your poster or flyer digitally or by hand. Using your notes, create the following sections for your poster/flyer communication piece.
    - i. Title: Keep it short – no longer than a sentence. Write something that catches attention.
    - ii. Abstract: Think of this as a paragraph summary of your topic. The abstract will summarize all your information. Feel free to use bullet points.
      1. Hook: Come up with a catchy way to get viewers involved.
      2. Introduction: Introduce your topic in a sentence or two.
      3. Body: Make sure to hit at least three main points.
    - iii. Quote: Choose a supporting quote from the book that stands out to you.
    - iv. Graphic: Get creative! Consider a graph, drawing, or table to communicate your point.
    - v. Conclusion/Call to Action: Leave your viewers with a link, action, or message you want to share to get people involved.
  - b. **Mini podcast** - Your goal is to accomplish much the same thing as a poster or flyer but in audio form.
    - i. Identify a way to record your podcast. On a phone? Using a laptop?
    - ii. Title your "episode." Keep it short – no longer than a sentence. Write something that catches the attention.
    - iii. Draft a short script, using these sections.
      1. Hook: Come up with a catchy way to get listeners involved. Be sure to introduce yourself.
      2. Introduction: Introduce your topic in a sentence or two.
      3. Body: Make sure to hit at least three main points.
      4. Quote: Choose a supporting quote from the book that stands out to you.
      5. Sound: Get creative! Consider an interesting noise, such as a splashing fish, to support your point.
      6. Conclusion/Call to Action: Leave your listeners with a link, action, or message you want to share to get people involved.

- c. Mini Documentary
  - i. Identify a way to record your documentary. A phone? A laptop? A classroom camera?
  - ii. Title your "documentary." Keep it short – no longer than a sentence. Write something that catches the attention.
  - iii. Draft your script, using these sections.
    - 1. Hook: Come up with a catchy way to get viewers involved. Be sure to introduce yourself.
    - 2. Introduction: Introduce your topic in a sentence or two.
    - 3. Body: Make sure to hit at least three main points.
    - 4. Quote: Choose a supporting quote from the book that stands out to you.
    - 5. Graphic: Get creative. Consider a graph, drawing, or table to communicate your point.
    - 6. Sound: Get creative. Consider an interesting noise, such as a splashing fish, to support your point.
    - 7. Conclusion/Call to Action: Leave your viewers with a link, action, or message you want to share to get people involved.
  - iv. Create a storyboard following the format below:
    - 1. Script
    - 2. Shot (Visuals)
    - 3. Sound (any additional audio)
    - 4. Any other notes

## Congratulations! You're a sturgeon steward.

Now that you've made something to help raise community awareness, brainstorm ideas for sharing it. Consult with your teacher and make a plan to distribute your community awareness product to your desired audience.