

National Science Education Standards Scientific Objectives

NSES Unifying Concepts & Processes:

Systems, Order, and Organization

Evidence, models, and explanation

---Students will evaluate the validity of a web resource for use in a public service announcement

---Students will produce a public service announcement that accurately communicates scientific concepts to the general public

Constancy, change, and Measurements

Evolution and equilibrium

Form and Function

NSES Developing Skills for Scientific Inquiry

--Students will identify and evaluate appropriate outcomes for a public service announcement

Technology Objectives

--Students will use technology to improve communications

--Students will use video production technology to produce a public service announcement

Using evidence, models, and logic

--Students will use logic and evidence to revise and formulate scientific explanations

Public Service Announcement Objectives:

- Students will select an appropriate topic for the public service announcement
- Students will conduct background research for their public service announcement
- Students will appropriately cite web and print resources in the public service announcement
- Students will develop a written script for the public service announcement
- Students will use technology to capture & transfer appropriate media for use in their public service announcement
- Students will format their information into a formal public service announcement

Optional Extensions:

- Students will present their public service announcement to the community (parents, civic organizations, younger students, local TV, etc.)
- Students will use peer evaluation to refine their public service announcement
- Students will produce a campaign via various media to promote their public service announcement
- Students will manipulate the length of their public service announcements to reflect different needs (examples: 10 sec, 20 sec, 30 sec, 1 minute, 5 minutes, etc.)
- Students will conduct first person interviews/find primary sources to use in their public service announcement