



# Communicating for a Clean Future: Creating a Public Service Announcement Competition for Students

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# Partners





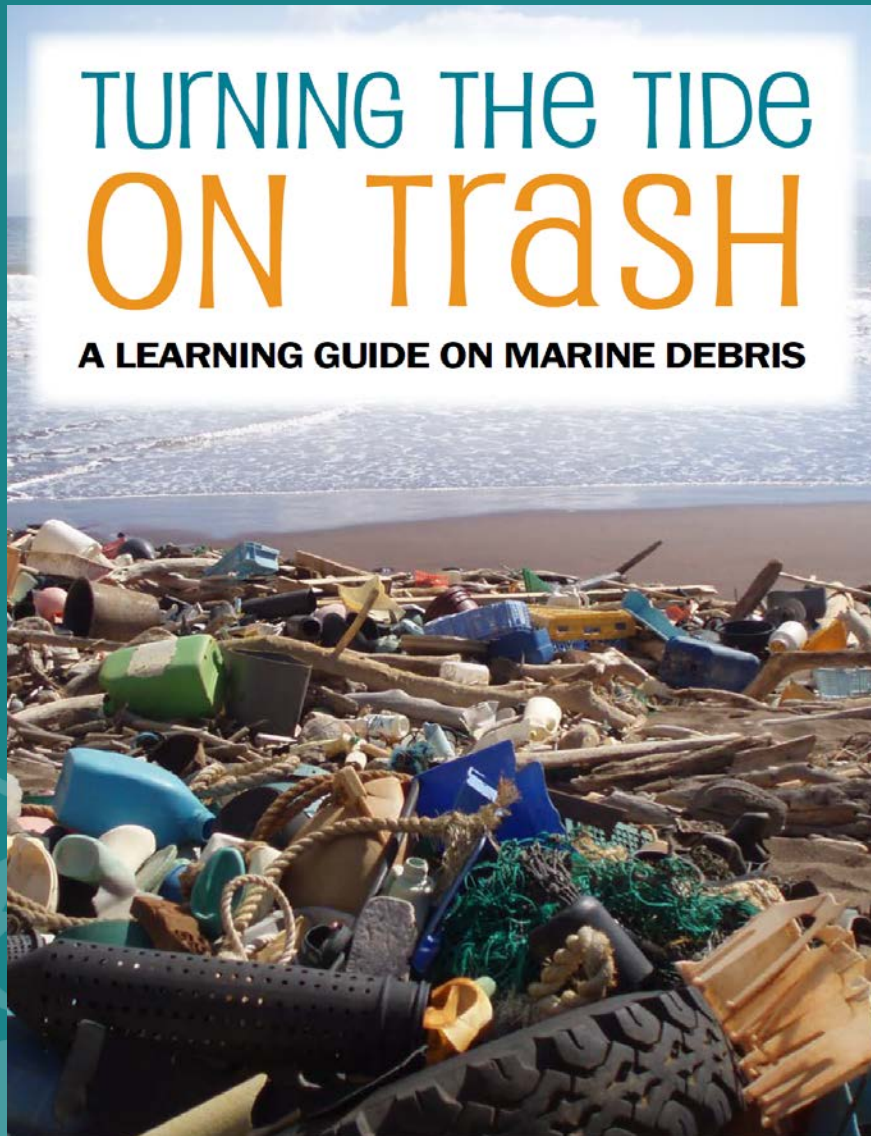
# Communicating for a Clean Future

- Contest for high school age students in coastal Ohio, USA (Lake Erie)
- Complete one marine debris lesson (provided)
- Write 750 word essay
- Develop Public Service Announcements: ~1 min.
- Launched in fall; Due mid-March



<https://marinedebris.noaa.gov/outreach/communicating-clean-future-ohio-marine-debris-challenge>

# Contest Development



- Initiated in 2015
  - U.S. House of Representatives – Marcy Kaptur
  - Environmental competition interest with partners
- Modeled from “Communicating for a Clean Future” lesson in *Turning the Tide on Trash*
- Marine Debris Topic: Adapted to freshwater
  - Not a well-known term in education in the GL.
  - Many lessons are ocean specific

# Contest Development



- Adapted existing curricula:
  - A Degrading Experience (*Turning the Tide on Trash*)
  - A Scientific Cleanup (*Turning the Tide on Trash*)
  - Microplastics Investigation (*An Educator's Guide to Marine Debris*)
- Aligned to state standards
- Advertised via websites & letters
- Suggested calendar of events for teachers



# Contest Requirements

- Eligibility
  - Grades 9-12 in coastal Ohio
  - Individually or in groups no more than 10 students
  - No limitation on the number of entries a classroom, school, or organization may submit
- Complete one of three lessons
- One 750 word essay per group
- Develop 30s to 1 min PSA
- Avoid brand/product names
- Submit:
  - Entry form
  - Student releases
  - Script
  - .mp4 PSA
  - Essay



Marine Debris Lesson

750 Word Essay



Develop PSA Video



Submit Forms & Entry



# Prizes!

- All Winners:
  - Cedar Point Entry
  - Plaque
  - Reusable water bottles
  - PSAs featured on organizational websites and other forms of media
- First Place:

Fieldtrip to OSU's F.T. Stone Laboratory on Gibraltar Island, OH, including roundtrip passage on Miller Ferry
- Second Place:

Admission to a tour/educational center in their local area
- Third Place:

Student gift bags featuring products from sponsoring organizations



# Award Ceremony – Cedar Point Physics, Science, & Math Week





# Winning PSAs

- [https://marinedebris.noaa.gov/sites/default/files/videos/original/FirstPlace\\_PHS2017.mp4](https://marinedebris.noaa.gov/sites/default/files/videos/original/FirstPlace_PHS2017.mp4)
- All winning videos:
  - <https://marinedebris.noaa.gov/multimedia/videos>

# Challenges & Lessons-Learned

## Continued Challenges

- Classroom priorities
- Accuracy of messages in videos
- Product labels & music
- Venues for videos
- Reaching groups outside of schools (4H, Girl/Boy Scouts, etc.)

## Lessons-Learned

- Partnerships are key!
- Advertising is critical
  - Getting it to schools/groups
  - Correct teacher/adult
- Classroom visits are beneficial
- Suggest a calendar of events
- Require proof of lesson
- Additional recognition at school in front of peers (via award ceremonies, etc.)





- Collaboration/partnerships
  - Limited costs
- Expanded outreach and education on marine debris
- Making an impact on future generations!
  - Messaging
  - Careers
- Agency outreach with local communities
- Creativity and enthusiasm of students and videos



**Thank you for your time!**

**Questions?**

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