

Turtle SOS: “We interrupt this broadcast...”



✿ Hook: The Turtle Brand

As consumers we make many of our purchasing decisions based on the images, messages and values that are used to market these products to us via print, radio, TV and more recently, the Internet. In the world of marketing, this is known as the practice of ‘branding’, wherein we buy the brand rather than the product.

For example, ask the students to raise their hands if they are wearing at least one piece of brand-name shoes or clothing.

Now ask them to think of products that are marketed using the turtle image. (e.g.: Cadbury Turtle Chocolates, Turtle Car Wax, Franklin the Turtle stories for children, Ninja Turtle action figures)

If we think of a brand as the personality of a product, what is it about turtle images and values that make marketers and consumers comfortable with the turtle as a communications tool?

Turtle values: determined, slow-but-sure, protective, vulnerable, non-threatening.

✿ Interactive Activity: Ontario Turtles – SAR 101

1. Have students read the *Ontario Turtles Info Sheet*.
2. Have students go online to access the interactive quiz about Ontario turtles, entitled: **Ontario Turtles – SAR 101**.
<http://www.bonnecherepark.on.ca/html/programs/resources-turtles.html>
3. Ask them to complete the questions, and then print their quiz results for submission to the teacher.

✿ Multi-Media Activity: Saving Ontario Turtles

1. Ask students to use the information they have learned about saving Ontario turtles, to develop a Public Service Announcement (PSA). It’s advisable to work in groups of three or four to pool ideas, equipment and talents.
2. First they should decide on the target market: children, youth, teens, adults, politicians, boaters, fishermen, automobile drivers, dog owners, cottagers, etc.
3. Then they should choose a medium that will best reach their target market: radio, television, Internet (You Tube), or print.
4. Have the students gather the equipment they will require to produce their message:
radio: audio recorder, sound effects
TV and Internet: audio-video recorder, still images, sound effects, costumes, make-up
print: colour images, paper, markers, scissors and glue.
5. The groups should then conduct research, brainstorm ideas, define messages, and create a final concept. For electronic PSAs, a script should be written.
6. Ideally, students will then go out-of-doors to gather images and record audio video for their communication tools. If working in a turtle habitat, remember to do so quietly, and with sensitivity to the turtles or their habitat.

Age range: 14 to 18

Time: Three 60-minute periods

Themes: Preservation of habitat and other actions we can take to increase turtle survival rates.

Resources:

- class set of worksheets
Ontario Turtles Info Sheet.
- computer lab loaded with Adobe Flash Player
- audio-video recorders
- costumes
- make-up
- video cameras
- paper
- markers
- glue

Learning Outcome:

Students investigate the critical difference we can all make in the survival of Ontario turtle species and increasing their population numbers by creating and acting out public service announcement (PSA) for the radio, TV or Internet.



7. Once complete, students should screen their electronic PSAs, or post their print pieces for critiquing by their classmates. PSAs should be judged on creativity, effectiveness, accuracy and memorability.
8. Students who created video pieces, should be encouraged to upload them to the Internet (e.g. You Tube).

Sample PSA themes:

1) Turtle-Man to the Rescue!

This PSA features Turtle-Man, dressed as a green superhero, who:

- explaining to curious motorists how easy it is to move turtles off roadways, thereby making a difference for Ontario species-at-risk
- educates dog-walkers on leashing their pets to protect turtle eggs
- stops a young boy from taking home a turtle for a pet, and educates him on the importance of leaving turtles in their natural habitat

2) Did You Know?

A straightforward PSA which states there is an extremely low chance - 1 percent - of a turtle surviving from egg to adulthood, so every turtle counts. It outlines things one can do to make a difference, and closes with "The loss of each and every turtle brings the entire species closer to extinction – forever. Please help."

