

*Please assume times are flexible depending on student progress and need.

Middle School Wednesday STEM activity

2-19-14

Social Marketing Campaign Are Cups a Problem?

Objective: Work with group to develop a social marketing campaign in place that encourages people to reduce the number of cups used at Baltimore Lab School

Expectations:

8:10 – 8:30 Advisory (Pavel will set up live blog, www.greencamera.weebly.com in the black box.)

8:30 – 9:00 **Dance room & Hallway** ☞ Cup Relay Initiative

9:00 –9:10 Break into small groups (**separate rooms if necessary**), discuss sculpture with group and share

Students should share why their sculpture is meaningful, what it represents, what they did well and what they can improve on next time.

9:10-9:30 Return to **Dance Room** and share

9:30-9:40 Discuss and share-out purpose

9:40-9:50 Present challenge

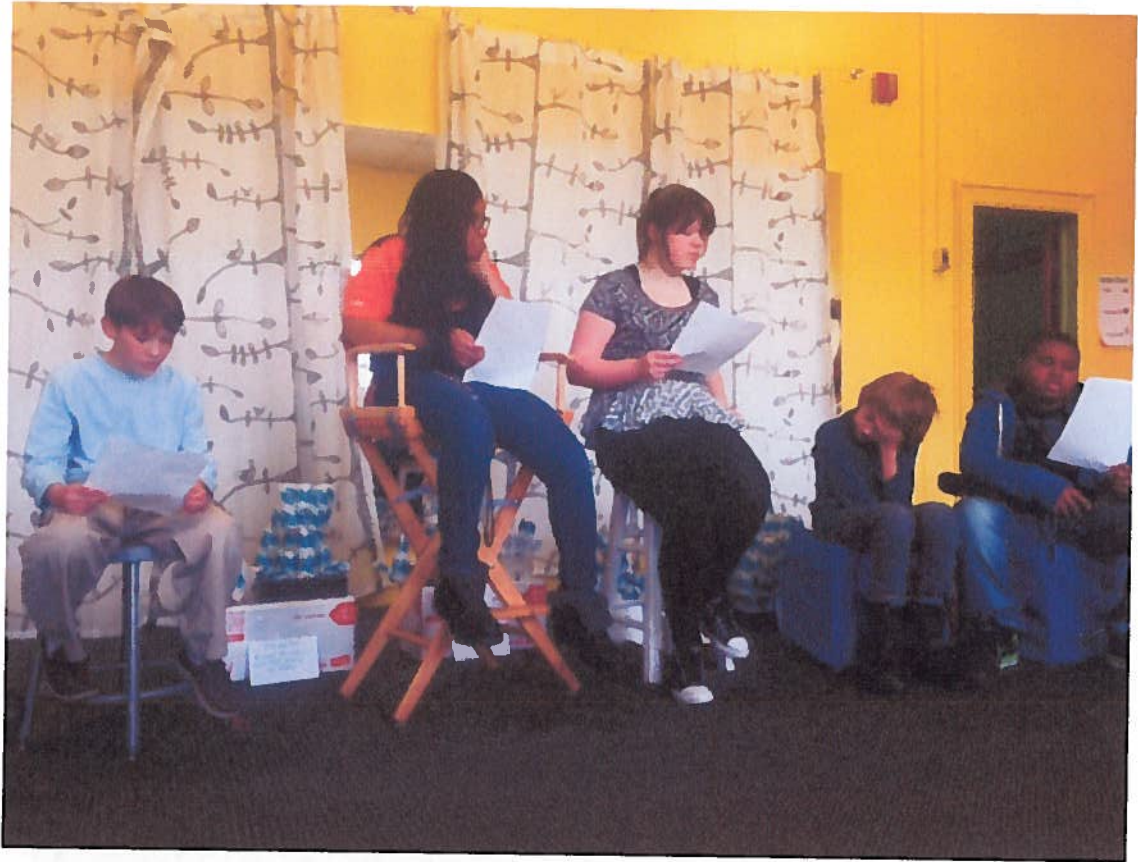
9:50-10:30 Break into small groups ☞ Story map, brainstorm, sound effect objects

10:30-10:50 Brain Break

10:45- 11:30 Rehearse skit, record on iPad and finish planning (time filler: if time create poster to encourage people to waste less cups)

11:30-12:00 Present Broadcast behind screen in **Dance Room**

12:00 Lunch!



Social Marketing Campaign Plan

Student Names:

Purpose: To reduce school waste.

Specific: Reduce the amount of cups our school uses.

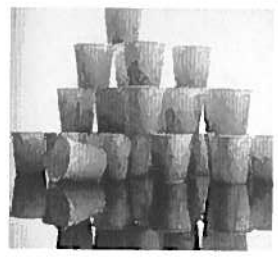
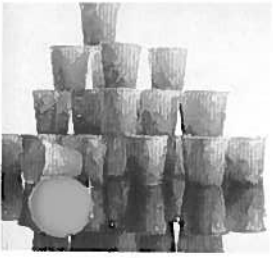
- Encourage reusable bottles.
- Discourage throw away cups

1. Circle your Audience: (Choose 1)

- Lower School
- High School
- Staff
- Visitors
- All

1. List some reasons why _____ might use paper cups, and not refillable bottles:

- _____
- _____
- _____
- _____



Fewer Cups!

The Radio Broadcast

Wednesday 2/19/14

Objective:

- Work with your group to develop a radio broadcast that encourages Lab School's students and staff to reduce the number of cups wasted by using **refillable bottles**.
- The winning broadcast will run no longer than **2-3 minutes**, and will be played during the morning announcements. Broadcasts will be selected based on your group's brainstorming techniques and ability to persuade your audience.

Expectations:

1. Persuade others to use refillable bottles and not paper cups
2. Use a story map
3. Typed Script
4. Include Data from baseline to persuade (total cups used and cost)

Materials :

IPAD

Items in classroom for sound effects

Story map

Computer



Radio Broadcast: Story Map

Setting:

Time:

Place



Characters:



Problem:



~~Paper and plastic cups galore,~~

~~we just keep using more and more,~~
when you waste a cup you kill a tree,
So let's go save 'em you and me
The three Rs are what we gotta do,

Using less cups we can reduce and reuse,

So instead of cups let's use those
bottles!

• Cause if you only use the cups
the trashcan 'ill waddle!



DON'T GET A CUP

DON'T GET A CUP

GO GET YOUR WATER BOTTLE

DON'T GET A CUP

DON'T GET A CUP

DON'T GET A CUP

GO GET YOUR WATER BOTTLE

DON'T GET A CUP

Baltimore Lab School uses over 900 cups every week (Sean)

We spend over \$45 dollars to purchase disposable cups (Liam)



Throwing away cups is a huge waste (James)

Reusing water bottles saves trees and helps the Earth (Loye)

I carry my water bottle with me all day -- it's easy (Brenna)

DON'T GET A CUP

DON'T GET A CUP

GO GET YOUR WATER BOTTLE

DON'T GET A CUP



Hello everyone, we would like to address a growing problem...CUUUUPS!

That's right, we use absurd amounts of cups each day...so, how can we solve this?

WATER BOTTLES! (*Improv*)

Ok well, we need to make money so...commercial break!

HEY KIDS! "YEAH!" CHECK THIS OUT! *something happens that nobody can see*

"SWEET!" THAT'S THE POWER OF WATER BOTTLES! BUY ONE RIGHT NOW!

REMEMBER, SPEND AS MUCH MONEY AS POSSIBLE ON YOUR WATER BOTTLE,

THAT WAY YOU'LL LOOK BETTER THEN EVERYONE ELSE! *

Expensive stuff inc. is not responsible for these side effects: never being satisfied, uncontrollable desire to look in a mirror, talking in a cool voice, buying sunglasses, buying leather jackets, and not looking at explosions. *

And we're back... (*Improv*) And now we have another commercial! Ever wished you had tons of merchandise relating to schools? No? Well too bad. At nerdy clothes for nerdy people, you can happily shout to the world

Roman: Welcome back to our show. BLS talk. Today we will talk about an interesting subject. Your host today are recycle man and environment care woman. Our visitor today is a very special person. She likes to go around the city polluting our water, and throwing cups in the water.

Caroline: Sure!

Roman: We don't want our water to bad do we?

Caroline: No!

Roman: Cup woman, why do you like polluting our water?

Cup Woman: Haha! Who cares about the environment right? Look at your school! They don't care! Baltimore Lab School wastes ~~over~~ almost a 1,000 cups a week!

Roman: Well we want to protect the environment and Chesapeake Bay so maybe we should make people care!

Caroline: yes! Yay!

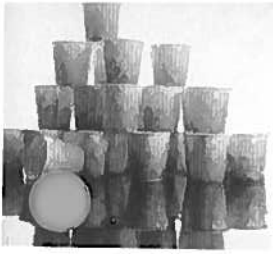
Cup Woman: No no! Pollute the water! Who cares if the Bay gets ruined? Definitely not me!

Roman: I mean nobody wants to live in a sea of cups!

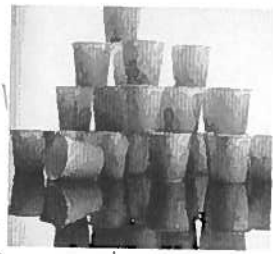
Caroline: Do you want cups? Do you want trees? Then use refillable bottles!

Cup Woman: Well come to my side and ~~use~~ use as many cups as you want!

Roman: Baltimore Lab School you decide!



Natalie, Roman, Caroline, Mia,
Fewer Cups!



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