



BLACKLAND PRAIRIE ECOSYSTEM AWARENESS CAMPAIGN

Dear Students,

The Blackland Prairie is an ecosystem that is rapidly disappearing. Out of the original ecosystem, only 1% remains. We are having a contest to design a public awareness campaign to help preserve what still exists.

We need your help! We are looking for the best ads to run in our campaign. In order to enter our contest, you need a presentation, an ad and a flyer to use in our campaign.

[TPWD Blackland Prairie Video](#)



Info source: TPWD website

DRIVING QUESTION: In what ways could we educate the public on how the Blackland Prairie ecosystem is changing over time?

To enter, you must create teams of 3-4 people to take on the job of designing part of an ad campaign to enter the contest. Your team will need to create a presentation, a radio or TV ad, and a flyer showing aspects of the Blackland Prairie with reasons and examples of why we should preserve it.

Project Requirements:

- Provide a 3-4 minute PowerPoint presentation that includes:
 - a. The name of your group members
 - b. A focus on one way that the Blackland Prairie is changing over time
 - c. An explanation of parts of an ecosystem
 - d. An explanation on how aspects of the ecosystem connect
- A 30-60 second radio or TV ad including:
 - a. An overview and history of the Blackland Prairie
 - b. Examples of the biodiversity of the ecosystem
- A flyer that includes:
 - a. Information on species native to the Blackland Prairie
 - b. An example of ecological succession in the ecosystem

Due Dates: Presentations will be presented to the class on February 26th. Flyers and TV/radio ads will be sent to TPWD after presentations.

TEKS STANDARDS

Grade 7: Science

The student is expected to:

(10.A) observe and describe how different environments, including microhabitats in schoolyards and biomes, support different varieties of organisms

(10.B) describe how biodiversity contributes to the sustainability of an ecosystem

(10.C) observe, record, and describe the role of ecological succession such as in a microhabitat of a garden with weeds.

ZAMBIA STANDARDS

12.7.8 Biodiversity

12.7.8.1 Investigate diversity of organisms in a given locality.

12.7.8.2 Investigate the importance of diversity of organisms in given locality

12.7.8.3 Explain how some organisms are adapted to the environment

12.7.8.4 Investigate the impact of human activity on organisms

12.7.8.5 Describe the economic reasons for maintaining bio-diversity. Investigate diversity of organisms in a given locality.