

Endangered Species Day Advertisement

Directions: Create a flier to promote awareness of your assigned endangered species. Your flier should include your assigned organism's:

- name (include *Genus species*) and photograph (printed in color if possible) - 1 point
- status (endangered, threatened, etc.) and reason for its decline in NY state - 2 points
- physical characteristics - 1 point
- habitat (focus on NY state) - 1 point
- diet/food source - 1 point
- relationships with other organisms (predators, prey, competition, food sources, niche, symbiosis, etc.) - 2 points
- at least 3 other interesting/important/useful facts - 3 points
- creativity, neatness, organization, visibility/spacing, grammar/spelling/typos - 2 points
- source information (at least 2 references/websites, may be on the back) - 2 points

15 points total

Bring in 2 COPIES (1 to hand in for grading, 1 to be hung in the hallway)

Tailor your writing and layout to follow a particular advertisement theme/format. Here are some examples you may want to use:

Wanted Poster
Missing Person Alert
Newspaper Job Want Ad
Personals Ad (looking for love)

Resume`
Social Networking Page
Other (get creative!)

Name: _____

Species: _____

Endangered Species Day Advertisement – Grade Rubric

	SELF	TEACHER
name and photograph (printed in color if possible) - 1 point	_____	_____
status (endangered, threatened, etc.) & reason for its decline - 2 points	_____	_____
physical characteristics - 1 point	_____	_____
habitat (focus on NY state) - 1 point	_____	_____
diet/food source - 1 point	_____	_____
relationships with other organisms - 2 points	_____	_____
at least 3 other interesting/important/useful facts - 3 points	_____	_____
creativity, neatness, organization, visibility, grammar/spelling/typos - 2 points	_____	_____
source information (at least 2 references) - 2 points	_____	_____
<u>15 points total</u>	_____	_____