

# ENTER



## CHALLENGE

Create a public service announcement (PSA) or a mock advertisement (in video, audio or billboard format) about the Three R's – Reduce, Reuse and Recycle – and enter it by

**February 16, 2001.**

If you win, your entire class will get a free trip to **EarthJam2: Kids Conference on the Environment** at the California Science Center on **April 10, 2001!**

- Free transportation to the California Science Center for April 10, 2001 conference
- Fabulous prizes and goodies
- A full day of hands-on learning about caring for the Earth
- A chance to see your entry on TV or in the newspaper, or hear it on AM 710 Radio Disney



Brought to you by the Los Angeles County Department of Public Works Environmental Defenders Program



Additional Sponsoring Organizations Include:



# THE ENVIRONMENTAL DEFENDERS

Dear Fourth Grade Teacher:

*The EarthJam2 Challenge is coming...*

The EarthJam2 Challenge – sponsored once again by the Los Angeles County Department of Public Works Environmental Defenders Program – starts now and runs through February 16, 2001. Enter this fun and educational contest for fourth grade classes and your entire class could win an all-expense paid trip to attend EarthJam2: Kids Conference on the Environment at the California Science Center on April 10, 2001.

*How do you enter? Simple.*

Have your class come up with an original and creative public service announcement (PSA) or a mock advertisement (in video, audio or billboard format) about the Three R's – Reduce, Reuse and Recycle. You can discuss reducing the amount of garbage we are sending to local landfills, reusing things whenever possible or recycling instead of just throwing things away.

*Who can participate?*

Fourth grade classes in Los Angeles County are invited to submit up to two entries. Classes judged to have the best PSAs – most effective in conveying the Three R's messages – will be honored with an all-expense paid trip to EarthJam2: Kids Conference on the Environment at the California Science Center, including free bus transportation!

Enter the EarthJam2 Challenge and give your class an educational experience they will never forget. This is a fun and exciting way to show students how to make a difference in their community. Lesson plans for creating a PSA, contest rules and other information are all here. Be sure to display this poster in your class during the contest.

EarthJam2 is sponsored by the Los Angeles County Department of Public Works, in partnership with Green LA, The Gas Company, Radio Disney, Toyota, Captain Planet Foundation, Heal the Bay, California Science Center, Sizzler, Blockbuster, Ben & Jerry's, Wild Oats, Store of Knowledge and...

Questions? E-mail us at earthjam2@yahoo.com or call the EarthJam2 Hotline at (310) 552-6922, ext. 220.

Sincerely,  
*Leia, Buzz, Ricardo and June*  
The Los Angeles County Environmental Defenders

*PS. If the Environmental Defenders have not visited your school yet, call the Field Supervisor at (310) 552-6922 today to schedule this free assembly.*



ATTENTION  
FOURTH  
GRADE  
TEACHERS!

## THE CONTEST

### WHO CAN ENTER

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- Two or more fourth grade classes at the same school cannot combine to produce an entry.
- No individual student entries will be accepted.
- For TRACK schools, classes must be designated fourth grade at some time between January 1, 2001, and April 10, 2001.
- Split classes (third/fourth or fourth/fifth) are qualified to enter.

### HOW TO ENTER

- Each class wishing to enter the EarthJam2 Challenge should create a public service announcement (PSA) using the lesson plan on this flyer. A PSA is an advertisement that asks people to do "good" things.
- All entry development activities must be conducted under the supervision of a teacher or an adult.
- Each entry must be in billboard (poster), TV (video), radio or song (audio cassette/CD) format.
- The completed entry, encompassing the theme of "reduce," "reuse" and/or "recycle," should be submitted with the official entry form (photocopy of form is OK) with all information completed by the class teacher or school principal.
- Entries should be mailed (postage prepaid) to: EARTHJAM2 CHALLENGE, 1875 Century Park East, #300, Los Angeles, CA 90067.
- Submissions must be postmarked by February 16, 2001.

### ENTRY SPECIFICATIONS

- Each fourth grade class in Los Angeles County may enter up to two PSA submissions in the EarthJam2 Challenge.
- Entries must follow the guidelines described in the lesson plan.
- Billboards must be no larger than 4 feet by 6 feet. There is no minimum dimension requirement.
- TV PSAs must be recorded on a VHS videotape and be 60 seconds in length.
- Radio PSAs must be recorded on an audio cassette tape or CD and be 60 seconds in length.
- Songs must be recorded on an audio cassette tape or CD.

### RESERVATIONS

Void where prohibited by law. Subject to all federal, state and local laws and regulations. All entries become the property of the Los Angeles County Department of Public Works (the "Sponsor") and may be published or used otherwise at the discretion of the Sponsor without compensation or acknowledgment and will not be returned. By entering this contest, each entrant agrees to be bound by these rules and decisions of the judges. The Sponsor is not responsible for stolen, lost, illegible, damaged, incomplete, postage due, misdirected, delayed or late entries. All entrants and winners consent to the use of their PSAs(s), school name, student names and the likenesses thereof for advertising, trade and promotional purposes without compensation, except where prohibited by law. Not responsible for damages, losses or injury resulting from use of contest prizes.

### CONDITIONS/PROCEDURES

The EarthJam2 Challenge begins on January 15, 2001, and ends February 16, 2001. Winning entries will be selected on or around March 9, 2001, from all eligible entries received. A panel of judges will make the final selection of winners. Odds of winning depend on the number and quality of eligible entries received.

### WINNERS/PRIZES

Ten to twelve fourth grade classes will be notified by phone on or around March 9, 2001, that their submission has made it to the finals. The class (including teacher and a minimum of one champion per eight children in the class) will be invited to attend EARTHJAM2: KIDS CONFERENCE ON THE ENVIRONMENT. Classes selected as finalists will receive round-trip transportation between their schools and the California Science Center for the all-day event. The event will take place on April 10, 2001. All travelers will be required to execute a release of liability, and said release shall be in the possession of the Sponsor by April 9, 2001. The PSA entries may be aired on TV or on AM 710 Radio Disney placed in a newspaper or magazine, or posted on the Internet or outdoor billboards within Los Angeles County. All taxes on prizes awarded are the sole responsibility of the winners' parents/legal guardians. For a list of winners' names after April 17, 2001, send a self-addressed, stamped envelope to EARTHJAM2 CHALLENGE, 1875 Century Park East, #300, Los Angeles, CA 90067, or e-mail your name and address along with your request to earthjam2@yahoo.com.

## TIPS

THERE ARE MANY THINGS YOU CAN DO TO PRACTICE THE THREE R'S – REDUCE, REUSE AND RECYCLE. BELOW ARE SOME TIPS TO GET YOU STARTED.

- Use plastic containers in your lunch instead of plastic bags
- Use a thermos instead of taking juice boxes
- Use a sponge or a rag instead of paper towels
- Use both sides of your paper
- Turn off the water when brushing your teeth
- Donate used toys and clothes to a local charity
- Use real dishes and silverware instead of plastic or paper
- Compost leaves and grass at home
- Wash and reuse aluminum foil
- Buy things with less packaging
- Reuse plastic and paper bags
- Buy recycled paper
- Recycle aluminum cans and glass bottles
- Don't litter
- Recycle this poster with other mixed paper when the EarthJam2 Challenge is over

### FURTHER RESOURCES

Los Angeles County Department of Public Works  
www.888CleanLA.com  
(888) CLEAN-LA

California Integrated Waste Management Board  
www.ciwmib.ca.gov  
(916) 255-2200

Environmental Defense Fund  
www.edf.org  
(800) 684-3322

Earth2Kids  
www.earth2kids.org  
(800) 684-3322

Sierra Club  
www.sierraclub.org/education  
(213) 387-4287

Kids For a Clean Environment  
www.kidsface.org  
(615) 331-7381

California Department of Conservation  
www.consrv.ca.gov/kids/index.htm

Environmental Protection Agency  
www.epa.gov/students

Yahoogans Directory  
www.yahoogans.com

Planet Beat  
www.earthlink.net/kidzone/planetbeat

Keep America Beautiful  
www.kab.org/old/kids.html

Sanipac  
www.sanipac.com

"The Recycler's Handbook"  
Written by The EarthWorks Group,  
© 1990

"The Amazing L.A. Environment"  
Written by Mary D. Nichols and Stanley Young, © 1991

"50 Simple Things Kids Can Do To Save the Earth"  
Written by The EarthWorks Group,  
© 1999

"I Can Save The Earth"  
Written by Anita Holmes, © 1993

"My students were thrilled to be selected for EarthJam. They had a wonderful time, and were very proud of their involvement in environmental education. The children found the event challenging, fun and very interesting. EarthJam was well-planned and worthwhile."

— Ms. Judy Bailey  
Repetto Elementary

"EarthJam was an excellent tool for teaching and motivating my students about the environment. A great educational resource for teachers and students!"

— Ms. Rosemary Christensen  
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"EarthJam was a wonderful event and certainly a success. It was a blessing to be a part of it. I think my students and I will remember this for years to come."

— Mr. Lucien Kouassi  
Charnock Road Elementary

## ENTRY FORM

The Environmental Defenders  
EarthJam2 Challenge ■ Official Entry Form  
Please photocopy this page, fill it out completely,  
and mail it with your class entry.  
All entries must be postmarked by February 16, 2001.

Please print:

School name	Fourth grade teacher's name
School mailing address	School phone number
City State Zip	School fax number
School principals name	Number of students in class

Please check appropriate box:

Our fourth grade class is submitting a PSA in the form of a...

- Billboard  Television PSA  Radio PSA  Song

Teacher or principal signature

Date

Mail this entry form and your class submission to:

EarthJam2 Challenge  
1875 Century Park East, #300  
Los Angeles, CA 90067

For more information or if you have questions, e-mail us at earthjam2@yahoo.com or call (310) 552-6922, ext. 220. Note that up to two (2) contest entries per class are allowed.

By entering a submission in the EarthJam2 Challenge, schools, students, teachers and chaperones are consenting to the use of their names and likenesses for marketing and advertising purposes without additional compensation. The class project and any other documents or materials will become the property of the Los Angeles County Department of Public Works.

# MAKING YOUR PSA

## TEACHER LESSON PLAN

### OBJECTIVE

- Students will: 1) Examine advertising techniques; 2) Discuss simple ways to help the Earth by using the Three R's – Reduce, Reuse and Recycle; 3) Reinforce learning by teaching others about the Three R's; 4) Work as a team to create a billboard, television or radio public service announcement (PSA), or song about the Three R's.

**SUBJECTS:** Environmental science, citizenship, art, language arts, speech, reading, social studies.

**FORMAT:** A series of class periods.

*BASED ON RESOURCES, TIME AND STUDENT INTEREST, DECIDE WHETHER TO CREATE A BILLBOARD, TELEVISION PSA, RADIO PSA OR SONG.*

### PRELIMINARY QUESTIONS

- Discuss the types of advertising kids see or hear (including television and radio commercials, magazine ads and billboards). Ask students what kind of ads they like.
- Show samples of advertising. Ask students to identify the location, music and action. What do they like about each ad? Does it rhyme? Is it funny? Is it clear and easy to read or understand? Do pictures or symbols convey the message?
- What does advertising ask kids to do? (Examples: See movies or buy shoes, toys or soft drinks.) Does advertising ask people to do good things? (Examples: Prevent forest fires, don't smoke or use drugs, practice the Three R's.) Advertising that asks people to do good things is an example of a "public service announcement" or PSA.

## BILLBOARD

**MATERIALS:** Butcher paper for the class or enough sheets of paper for each student, art supplies.

- You can structure the activity in one of the following ways:
  - The class can create one billboard on a large piece of paper; or
  - Students can create their own Three R's billboard. The best two billboards (as judged by the class or teacher) can be submitted for the EarthJam2 Challenge. Post remaining billboards around the classroom or school.

- Develop your billboard theme. Work with the students to create a list of environmental problems and Three R's solutions. Pick the most effective theme.
- Consider the design of the billboard, including:
  - Slogan – Can your Three R's message be conveyed in one powerful sentence?
  - Materials – Billboards can be a collage of pictures or words from magazines, or include found objects such as plastic, cans, etc.

- Students may use pencils, markers, water-based paint, fabric, ink, construction paper or other materials to complete the billboard.
- Ask students to evaluate their billboard. Does it ask people to do something? Were the things they liked in billboards (mentioned in Preliminary Discussion) included? Make changes as appropriate.
- Submit the billboard with the EarthJam2 Challenge entry form.

## TELEVISION PSA

**MATERIALS:** Video camera, blank VHS tape, wrist watch with a second hand, paper and pencil to write the script, copies of the script for each student or team. Script may require music, props, costumes, sound effects or materials to design the set.

- Develop your PSA theme. Work with the students to create a list of environmental problems and Three R's solutions. Pick the most effective theme.
- Divide students into teams (similar to those in professional advertising companies):
  - ADVERTISING EXECUTIVES – This team will write a "script" for the PSA, taking into consideration:
    - Theme – Are you showing an environmental problem and teaching a solution?
    - Slogans – Can you convey your Three R's message in one powerful sentence?
    - Characters and action – What are the characters doing? Are they sorting recyclables or shopping for items with less packaging? Or is it a news report?

- Location – Whether a classroom, home or store, pick a place where you can actually film, or which can be created by the Set Designers.
- Timing – PSAs should be 60 seconds long. Read through the script and cut or add dialogue or action as necessary.
- Give copies of the script to each student or team.
- ACTORS – Actors must memorize their lines and rehearse. Other students can be "extras" in crowd scenes.
- LOCATION SCOUTS/SET DESIGNERS/PROPS/COSTUMES – These tasks can be assigned to one or more teams.
  - Location – Find a place to film and, if necessary, get permission to film there. Set Designers may also design a backdrop for the PSA.
  - Props – Find or create all the items needed for the PSA (such as brooms, cans, recycling bins).
  - Costumes – Locate costumes as necessary.
  - TECHNICIANS – This team must safely operate the camera equipment. Technicians should consider:
    - The order of shots – Film in the order you want the final commercial (unless you have editing equipment).

- Camera location – Do you need "close-ups" of faces or actions (such as cans or bottles being put into a recycling bin)?
- MUSIC/SOUND EFFECT DIRECTORS – This team can find and play music in the beginning, middle or end of the commercial, and can create sound effects (such as the sound of applause).
- Rehearse the PSA several times before recording it. After filming, play it back. Re-record your PSA until you are happy with it.
- At each step, ask students to evaluate the PSA. Does it ask people to do something? Were the things they liked in commercials (mentioned in Preliminary Discussion) included? Make sure your PSA clearly identifies a problem and actions to take.
- Submit the PSA with the EarthJam2 Challenge entry form.

## RADIO PSA

**MATERIALS:** Tape recorder and blank cassette tape or CD recorder and blank CD, wrist watch with a second hand, paper and pencil to write the script, copies of the script for each student or team. Script may require music or sound effects.

1. Expect for Set Designers and Costumers, radio PSAs require the same teams as television PSAs. In addition to tasks described above, teams must consider the following:

- ADVERTISING EXECUTIVES – Radio PSAs must convey the location and characters without showing them, by using sound effects, music or actors with different voices. However, since the actors and setting can't be seen, you can be more creative. For example, you can have talking animals on the moon!
- ACTORS – On the radio, actors must act without body language or facial expressions – the rhythm and tone of their voices must convey emotion and action.
- MUSIC/SOUND EFFECT DIRECTORS – In addition to finding and playing music in the beginning, middle or end of the commercial, this team can create sound effects (such as glass being sorted).
- TECHNICIANS – This team will run the tape recorder.

## SONG PSA

**MATERIALS:** Tape recorder and blank cassette tape or CD recorder and blank CD, wrist watch with a second hand, paper and pencil to write the script, copies of the song for each student. Song may require music or sound effects.

1. Many of the above procedures will apply to recording a cheer, rap, rock 'n' roll, country or other song about the Three R's.

- MUSIC/SOUND EFFECT DIRECTORS AND TECHNICIANS – This team has the same responsibilities as in the radio PSA.
- SONGWRITERS – This team writes the song's words and tune.
- SINGERS – This may include soloists (one student or small group of students who sing sections of the song alone) and a chorus (students who sing the refrain).
- MUSICIANS – Talented musicians in your class can play accompaniment.
- Taking into account these differences, follow the procedure for developing television PSAs.

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(800) 684-3322

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(213) 387-4287

Kids For a Clean Environment  
[www.kidsface.org](http://www.kidsface.org)  
(615) 331-7381

California Department of  
Conservation  
[www.consrv.ca.gov/kids/index.htm](http://www.consrv.ca.gov/kids/index.htm)

Environmental Protection Agency  
[www.epa.gov/students](http://www.epa.gov/students)

Yahooligans Directory  
[www.yahooligans.com](http://www.yahooligans.com)

Planet Beat  
[www.earthlink.net/kidzone/planetbeat](http://www.earthlink.net/kidzone/planetbeat)

Keep America Beautiful  
[www.kab.org/old/kids.html](http://www.kab.org/old/kids.html)

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# ENTRY FORM

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EarthJam2 Challenge ■ Official Entry Form*

Please photocopy this page, fill it out completely,  
and mail it with your class entry.

All entries must be postmarked by February 16, 2001.

Please print:

\_\_\_\_\_  
School name

\_\_\_\_\_  
Fourth grade teacher's name

\_\_\_\_\_  
School mailing address

\_\_\_\_\_  
School phone number

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
School fax number

\_\_\_\_\_  
School principal's name

\_\_\_\_\_  
Number of students in class

Please check appropriate box:

Our fourth grade class is submitting a PSA in the form of a...

Billboard

Television PSA

Radio PSA

Song

\_\_\_\_\_  
Teacher or principal signature

\_\_\_\_\_  
Date

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# MAKING YOUR

## TEACHER LESSON PLAN

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### OBJECTIVE

Students will: 1) Examine advertising techniques; 2) Discuss simple ways to help the Earth by using the Three R's -- Reduce, Reuse and Recycle; 3) Reinforce learning by teaching others about the Three R's; 4) Work as a team to create a billboard, television or radio public service announcement (PSA), or song about the Three R's.

**SUBJECTS:** Environmental science, citizenship, art, language arts, speech, reading, social studies.

**FORMAT:** A series of class periods.

*BASED ON RESOURCES, TIME AND STUDENT INTEREST, DECIDE WHETHER TO CREATE A BILLBOARD, TELEVISION PSA, RADIO PSA OR SONG.*

### PRELIMINARY QUESTIONS

1. Discuss the types of advertising kids see or hear (including television and radio commercials, magazine ads and billboards). Ask students what kind of ads they like.
2. Show samples of advertising. Ask students to identify the location, music and action. What do they like about each ad? Does it rhyme? Is it funny? Is it clear and easy to read or understand? Do pictures or symbols convey the message?
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## BILLBOARD

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**MATERIALS:** Butcher paper for the class or enough sheets of paper for each student, art supplies.

1. You can structure the activity in one of the following ways:
  - The class can create one billboard on a large piece of paper; or
  - Students can create their own Three R's billboard. The best two billboards (as judged by the class or teacher) can be submitted for the EarthJam2 Challenge. Post remaining billboards around the classroom or school.
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  - Slogan – Can your Three R's message be conveyed in one powerful sentence?
  - Materials – Billboards can be a collage of pictures or words from magazines, or include found objects such as plastic, cans, etc.
4. Ask students to evaluate their billboard. Does it ask people to do something? Were the things they liked in billboards (mentioned in Preliminary Discussion) included? Make changes as appropriate.
5. Submit the billboard with the EarthJam2 Challenge entry form.

Students may use pencils, markers, water-based paint, fabric, ink, construction paper or other materials to complete the billboard.

# PSA

## TELEVISION PSA

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**MATERIALS:** Video camera, blank VHS tape, wrist watch with a second hand, paper and pencil to write the script, copies of the script for each student or team. Script may require music, props, costumes, sound effects or materials to design the set.

1. Develop your PSA theme. Work with the students to create a list of environmental problems and Three R's solutions. Pick the most effective theme.

2. Divide students into teams (similar to those in professional advertising companies):

- **ADVERTISING EXECUTIVES** – This team will write a “script” for the PSA, taking into consideration:
  - Theme – Are you showing an environmental problem and teaching a solution?
  - Slogans – Can you convey your Three R's message in one powerful sentence?
  - Characters and action – What are the characters doing? Are they sorting recyclables or shopping for items with less packaging? Or is it a news report?

- Location – Whether a classroom, home or store, pick a place where you can actually film, or which can be created by the Set Designers.

- Timing – PSAs should be 60 seconds long. Read through the script and cut or add dialogue or action as necessary.

- Give copies of the script to each student or team.

- **ACTORS** – Actors must memorize their lines and rehearse. Other students can be “extras” in crowd scenes.

- **LOCATION SCOUTS/SET DESIGNERS/PROPS/COSTUMES** – These tasks can be assigned to one or more teams.

- Location – Find a place to film and, if necessary, get permission to film there. Set Designers may also design a backdrop for the PSA.

- Props – Find or create all the items needed for the PSA (such as brooms, cans, recycling bins).

- Costumes – Locate costumes as necessary.

- **TECHNICIANS** – This team must safely operate the camera equipment. Technicians should consider:

- The order of shots – Film in the order you want the final commercial (unless you have editing equipment).

- Camera location – Do you need “close-ups” of faces or actions (such as cans or bottles being put into a recycling bin)?

- **MUSIC/SOUND EFFECT DIRECTORS** – This team can find and play music in the beginning, middle or end of the commercial, and can create sound effects (such as the sound of applause).

3. Rehearse the PSA several times before recording it. After filming, play it back. Re-record your PSA until you are happy with it.

4. At each step, ask students to evaluate the PSA. Does it ask people to do something? Were the things they liked in commercials (mentioned in Preliminary Discussion) included? Make sure your PSA clearly identifies a problem and actions to take.

5. Submit the PSA with the EarthJam2 Challenge entry form.

# RADIO PSA

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**MATERIALS:** Tape recorder and blank cassette tape or CD recorder and blank CD, wrist watch with a second hand, paper and pencil to write the script, copies of the script for each student or team. Script may require music or sound effects.

1. Except for Set Designers and Costumers, radio PSAs require the same teams as television PSAs. In addition to tasks described above, teams must consider the following:

- **ADVERTISING EXECUTIVES** – Radio PSAs must convey the location and characters without showing them, by using sound effects, music or actors with different voices. However, since the actors and setting can't be seen, you can be more creative. For example, you can have talking animals on the moon!
- **ACTORS** – On the radio, actors must act without body language or facial expressions – the rhythm and tone of their voices must convey emotion and action.

- **MUSIC/SOUND EFFECT DIRECTORS** – In addition to finding and playing music in the beginning, middle or end of the commercial, this team can create sound effects (such as glass being sorted).
  - **TECHNICIANS** – This team will run the tape recorder.
2. Taking into account these differences, follow the procedure for developing television PSAs.

# SONG PSA

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**MATERIALS:** Tape recorder and blank cassette tape or CD recorder and blank CD, wrist watch with a second hand, paper and pencil to write the song, copies of the song for each student. Song may require music or sound effects.

1. Many of the above procedures will apply to recording a cheer, rap, rock 'n' roll, country or other song about the Three R's.

- **MUSIC/SOUND EFFECT DIRECTORS AND TECHNICIANS** – This team has the same responsibilities as in the radio PSA.
- **SONGWRITERS** – This team writes the song's words and tune.
- **SINGERS** – This may include soloists (one student or small group of students who sing sections of the song alone) and a chorus (students who sing the refrain).

- **MUSICIANS** – Talented musicians in your class can play accompaniment.
2. Taking into account these differences, follow the procedure for developing television PSAs.