

EarthTalk Radio

Scenario:

One of the hottest and most controversial topics in the news involves the theory of global warming. There are a lot of news stories about global warming and related topics with differing opinions and theories expressed. Your group is part of a media promotion company that sells ideas to radio stations and advertisers. Your group is making a presentation to the leadership of a national talk radio station to have a weekly program that deals with global warming. The basic premise of the broadcast is to have the show host interview guests with differing opinions. Your first proposed show would deal with the rapid extinction rate of species and how this may be tied to global warming. Your pilot program should include a show host and two guests who have established a reputation in the area of global warming.

Possible topics to cover (these are only suggestions and are not a requirement for a superior presentation):

1. Provide a brief overview of global warming theories.
2. Provide the group with some background on why the adaptive characteristics of some species are insufficient for their survival if global warming does occur.
3. Compare the present to previous eras when species extinction was at a high level.
4. Tell about the two guests and why they would be good to have on the show.
5. How do their theories or opinions differ?
6. What could the host read before the show to be able to ask knowledgeable questions?
7. What would be some probing questions to move the show along?
8. How would you market this show to the public to get a lot of listeners?

Possible Sources

Library books, glaciologists, climatologists, videos, encyclopedias, science textbooks
ERS Portal sources: EBSCO, United Streaming, California Streaming, Brainpop, Associate Press
Extensive Photo Archive and Marco Polo Science NetLinks <http://www.erslibrary.org>
Internet websites:

Environmental Protection Agency: <http://www.epa.gov/globalwarming/kids/index.html>

Wikipedia: <http://en.wikipedia.org/wiki/Extinction>

MPR: http://news.minnesota.publicradio.org/features/2005/01/31_olson_d_biodiversity/

Roundtable: http://www.pbs.org/wgbh/evolution/extinction/massex/statement_03.html

Wikipedia: http://en.wikipedia.org/wiki/Talk_radio

NPR: <http://www.npr.org/templates/story/story.php?storyId=5625218>

Poynter Online: <http://poynter.org/column.asp?id=36&aid=38681>

Bibliography

Be sure to have a printed bibliography to hand to the judges before you begin your presentation. You are encouraged to cite all of your sources including graphics. A simple web tool to organize your bibliography can be found at <http://citationmachine.net/>.