**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_ Date: \_\_\_\_\_\_\_\_\_\_**

**National Wildlife Foundation Request for Proposal (RFP):**

**Recovery Plan PSA for an Endangered Species**

Humans are notorious for disrupting and destroying animal habitats, and in many cases, we weren’t aware of the broad spectrum of consequences until after significant damage had been done. In an effort to protect animals and their habitats, particularly those that are declining in number, **the National Wildlife Foundation is requesting a public service announcement to advocate for the recovery of an endangered species of your choice**. You will individually select a threatened or endangered species to investigate. Areas of research for your species will include:

* Selecting a species
* Anthropogenic effects on your species’ biome
* Measuring and analyzing populations
* Behaviors that increase fitness
* Flow of energy
* Disturbances (human and natural)
* Implementation efforts

**Background**

The Endangered Species Act (ESA) was enacted by Congress in 1973. Under the ESA, the federal government has the responsibility to protect endangered species (species that are likely to become extinct throughout all or a large portion of their range), threatened species (species that are likely to become endangered in the near future), and critical habitat (areas vital to the survival of endangered or threatened species).

***Why We Protect Them***

The Endangered Species Act is very important because it saves our native fish, plants, and other wildlife from going extinct. Once gone, they're gone forever, and there's no going back. Losing even a single species can have disastrous impacts on the rest of the ecosystem, because the effects will be felt throughout the food chain. From providing cures to deadly diseases to maintaining natural ecosystems and improving overall quality of life, the benefits of preserving threatened and endangered species are invaluable.

Once a species becomes listed as "threatened" or "endangered," it receives special protections by the federal government. Animals are protected from “take” and being traded or sold. A listed plant is protected if on federal property or if federal actions are involved, such as the issuing of a federal permit on private land.

The term "take" is used in the Endangered Species Act to include "harass, harm, pursue, hunt, shoot, wound, kill trap, capture, or collect, or to attempt to engage in any such conduct." The law also protects against interfering in vital breeding and behavioral activities or degrading critical habitat.

The primary goal of the Endangered Species Act is to make species' populations healthy and vital so they can be delisted from the Endangered Species Act. Under the Endangered Species Act, the U.S. Fish & Wildlife Service oversees the listing and protection of all terrestrial animals and plants as well as freshwater fish. NOAA's National Marine Fisheries Service oversees marine fish and wildlife. The two organizations actively invest time and resources to help bring endangered or threatened species back from the brink of extinction.

**The actions are introduced in the form of a recovery plan known as a Species Survival Plan (SSP).** New SSPs are approved by the AZA (Association of Zoos and Aquariums) Wildlife Conservation and Management Committee, with input from the appropriate Taxon Advisory Group (TAG), which manages conservation programs for related groups of species (great apes, bears, felines, etc).

Adapted from The National Wildlife Federation <https://www.nwf.org/Educational-Resources/Wildlife-Guide/Understanding-Conservation/Endangered-Species>

**Project Parts**

This project is designed as a three series process-- general research on the biome and the species and a public service announcement to raise awareness for recovery efforts for your selected species.

**Part 1: Species Research**

Students will identify an endangered species to research and learn about the biome in which it lives and how it interacts with other organisms in its environment.

**Part 2: Public Service Announcement (PSA)**

Students will create a public service announcement (psa) that raises awareness for their species survival plan. This should include art (video/photos/animations/music or poetry) that is both informative and engaging to the public. The plan will raise awareness for their selected species. The psa will include the species scientific name, threat level, population trend, primary reasons for endangerment, and at least four counteractive measures to help recover the species.

**Part 3: Collaborative Scientists**

Students will present their psa and evaluate two other students work. They will create a T-chart of pros and cons to provide feedback. Students will submit a short-written summary that addresses the question: *What do you think we should do about recovering your selected species and why is it important?*



**Questions**:

1. What is the National Wildlife Foundation requesting from you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What is the purpose of the endangered species act? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What is the benefit to a species of being put on the endangered species list? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What is a Species Survival Plan? (SSP) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What are the 3 parts of the project?

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