Student Name: _____

Student Worksheet 4

Beyond the Action Plan

Which Challenge are you planning for? Circle one:

Land **Water** **Air/Climate**

Web sites, Weblogs, YouTube videos, media coverage, and other materials are a great addition to your Eco Challenge Entry. They can help you show exactly what your team did and how your community reacted. Below are a few ideas for how you can help your team's accomplishments stand out from the crowd.

Web Site or Weblog (blog)

A good Web site or blog:

- Is a clear and helpful resource on a specific topic
- Uses humor, intelligence, or facts to encourage people to browse longer
- Is updated frequently and at regular, dependable intervals
- Uses graphics to enhance the message, but not to distract viewers
- Is interactive and allows visitors to comment

Photographs and Videos

Powerful photos and videos:

- Are cropped or edited to focus on the most important elements
- Feature familiar places and people
- Provide visual proof of written or spoken truths
- Don't flash by too quickly

PowerPoint Presentations

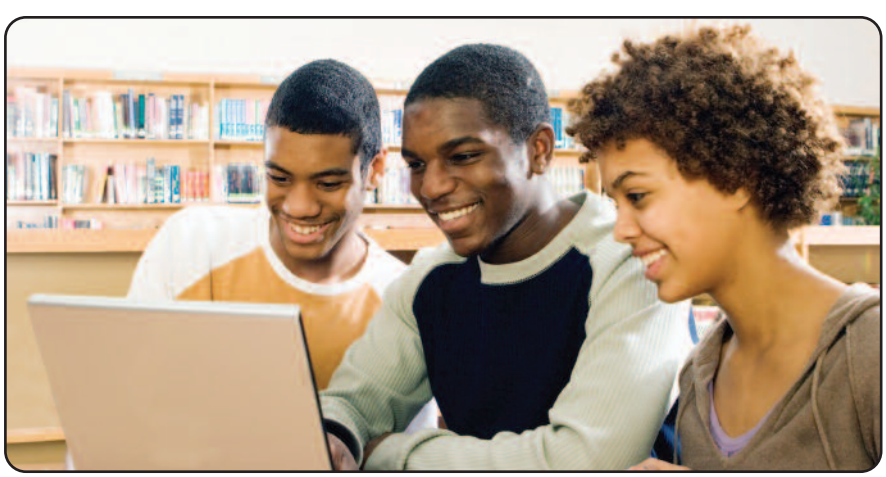
Presentation tools such as slideshows:

- Enhance speeches with visual cues and reminders
- Allow statistics to be more clearly understood through the use of graphs and charts
- Don't distract from the spoken message

Newspapers

Great articles and editorials:

- Provide readers with in-depth explanations of important issues
- Reach a wide range of diverse people
- Are often community-focused



Submit **copies of your press coverage as part of your Lexus Eco Challenge submission!**

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