

Future Marine Stewards Recruitment Center Summer Camp Worksheet

Welcome to the Future Marine Stewards Recruitment Center. You've got the important job of not only coming up with some thoughtful and creative ways of encouraging the youth of the world to care deeply about National Marine Sanctuaries, but hopefully you will be able to encourage your target audience to dedicate their lives to this important cause.

Though you are experts at connecting with the public using various kinds of social media, your team has now been tasked with creating a summer camp for young people, one that emphasizes the importance of enjoying our oceans in a sustainable way while encouraging sustainability and conservation.

The good news is that you can choose which Marine Sanctuary will host your camp and have the power of local radio, TV and social media to help get the word out about it. Now all you need is a resounding list of one-of-a-kind features your National Marine Sanctuary contains and a list of activities for people to participate in at your camp.

So by using the combination of the research you do on the location of your National Marine Sanctuary and your expertise as a fellow teenager, create:

1. A list of amazing features your marine sanctuary offers to future Marine Stewards. For instance, is it a great place for whale watching? Perhaps there is a shipwreck for scuba divers to explore. Find out what makes your marine sanctuary unique. [For help with this, marinesanctuary.org is a great place to start.](https://www.marinesanctuary.org)
2. A list of at least 3 activities your campers can participate in that will, in your mind, encourage their personal growth as future Marine Stewards.
3. A distribution plan for your messaging to reach your target audience (clearly identify your target and ways to reach them).
4. An effective message. Keep in mind that your messaging should connect young teens to things that motivate people into action like climate change, sustainability, and biological diversity.
5. A fun presentation that will make teens interested in your camp and your chosen National Marine Sanctuary. Your presentation should include an example of your media or outreach using video, audio, or digital presentation.

In class Sessions 3 and 4, all of the groups will present their Marine Sanctuary Camp plans, then have a class debate on solutions to developing an overall set of camp guidelines that best serves the combined interests of the various groups and the ecosystem.

Because of your savvy in shaping public attitudes, other groups may ask you to adopt some of their ideas into your camp as well. Look for ways to find power by joining the voices of others and multiply your impact on your target audience.

Now go create an awesome camp for young teens, the future of our National Marine Sanctuaries could depend on it.