



Zoo Career: Marketing and Public Relations

Academic Content Standards:

Grade Nine

- Science: Investigate how the knowledge, skills and interests learned in science classes apply to the careers students plan to pursue.
- Language Arts: Adjust volume, phrasing, enunciation, voice modulation and inflection to stress important ideas and impact audience response.

Grade Ten

- Science: Investigate how the knowledge, skills and interests learned in science classes apply to the careers students plan to pursue.
- Language Arts: Adjust volume, phrasing, enunciation, voice modulation and inflection to stress important ideas and impact audience response.

Grade Eleven

- Science: Research the role of science and technology in career that students plan to pursue.
- Language Arts: Adjust volume, phrasing, enunciation, voice modulation and inflection to stress important ideas and impact audience response.

Grade Twelve

- Language Arts: Adjust volume, tempo, phrasing, enunciation, voice modulation and inflection to stress important ideas and impact audience response.

**Cleveland Metroparks Zoo
Distance Learning Programs
High School**

Zoo Career: Marketing and Public Relations

Goals and Objectives:

- Goal: Students will learn practical applications of marketing and public relations.
- Objective(s): Students will develop a promotional idea for an upcoming event.

Materials Needed:

- Access to the library or Internet.
- Pencil and paper.

Program:

Pre-Distance Learning Activities:

1. Brainstorm questions about marketing at the Zoo.
2. Develop a public relations campaign which will provide public interest and excitement for a new animal hospital at the Zoo.

Distance Learning Program (Topics)

- I. Marketing/Public Relations Opportunities
- II. Distance Learning Program Project
- III. Questions and Answers

Post-Distance Learning Activities:

1. Divide the class into four groups. Each group chooses one of the following events: new elephant exhibit, new okapi exhibit, or fossa birth, and bird building reopening. Group one will write and illustrate a ¼ page newspaper ad for the Zoo. Group two will write a 45-second radio spot for the Zoo. Group three will do a 30-second TV spot on the Zoo. Group four will write a press release (see supplemental material).
2. Using the information students gathered prior to the presentation as well as the information from the presentation, discuss the role of the Zoo's marketing and public relations programs in relation to the scientific work conducted at the Zoo.
3. Research an animal at your local zoo. Story-board and develop a script for an educational television program for children. Incorporate the information you gathered into the program. Keep in mind two factors: 1) Be sure that you relate the material to the age group you are targeting and 2) double check to make sure that your information is accurate. (Challenge Activity)



Cleveland Metroparks Zoo

PRESS RELEASE

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October 2, 2001

For Immediate Release:

New Koala Joey Ventures Out of the Pouch At Cleveland Metroparks Zoo

There's a new joey in town but no one knows if it's a 'he' or a 'she' - yet. The baby koala was born at Cleveland Metroparks Zoo's Australian Adventure sometime this spring. The youngster was first visible peeking from the pouch on August 12 but only recently has ventured outside the pouch.

Like other marsupials, koalas are born in a very immature state and remain in the pouch for more than 5 months. This baby is estimated to be approximately six months old and its gender has not yet been determined.

The Zoo's three adult koalas, females Colliette and Midgee, and male Ouraka, are on breeding loan from the San Diego Zoo.

+Visitors can see the koalas in their indoor exhibit located in Australian Adventure. The public opening of Australian Adventure on June 8, 2000 marked the first time koalas were exhibited at Cleveland Metroparks Zoo.

-30-

(For more information, contact Esther Newman x3310 or Sue Allen x3338 at 216-661-6500)

This information is available on Cleveland Metroparks Zoo's website: www.clemetzoo.com
Media may retrieve this press release and related images from the Media Center