

Your task as the manager of Warddeken (meaning rock country in Kunwinjku language) National Park is to develop ideas (based on current research) for a public awareness campaign as people have many misunderstandings about fire as a land management tool. Once your plan has been approved you will need to design the product.

Thinking Hats

The following thinking hats will help you organise your **notes** and ideas into a plan for your public awareness campaign product.



Audience and Purpose

1. Who is the particular audience for this information?
2. What does the audience already know?
3. What does my audience want or need to know about this?
4. What will I do to appeal to my audience?

Content

1. What message(s) do I want to give?
2. From what or whose point of view shall I write?
3. What points do I want to make?
4. Do I still need to find further information?

Organisation (includes form/medium)

1. What is the best way to get my message across?
2. What organisational features will I use? e.g. headings, subheadings, diagrams
3. What is the best way to present or publish this information? What media e.g. online, print, podcast or video will I use and how will it suit my audience?



1. What else do I need to find out about in order to plan for and create the public awareness campaign?
2. Who will do what in our team?
3. How will we know we are on track and producing a quality product?

Tools

These are some **possibilities** and **tools** that you could use when you are planning and creating your campaign.

Creating claymation, scripting and acting out advertisement

Webcams, Video

<http://www.youtube.com.au>
<http://animoto.com/>

Designing graphic panels, artwork, comics, cartoons, illustrations, maps

Comic Books <http://www.hypercomics.com/tools>

Google Earth; Google Maps <http://maps.google.com.au/maps>

Photos <http://www.flickr.com/>

Audio/video captions for images. Overlay comic bubbles <http://www.bubbleshare.com/>

Design in 3D http://www.google.com/educators/p_sketchup.html

Writing jingles, poems, interpretive signage and publications

Blogging tool for writing <http://wordpress.com/>

Creating and scripting a ranger guided talk or presentation; writing songs and music.

Podcasts; Recording and editing sound <http://audacity.sourceforge.net/>

References

de Bono, E. (1992). *Six Thinking Hats for Schools*. Melbourne: Hawker Brownlow Education.
de Bono, E. (2000). *Six Thinking Hats* (revised ed.). London: Penguin.