

As most children are keen on watching television, they often respond well to creating their own piece of TV. In this information gathering and script writing activity, they do just that. Here's how:

- Videotape some TV adverts to show to pupils and ask them what they notice about: length of cuts, music/sound, the main message of the advert and how serious it is.
- Collect some information about Send a Cow, either by requesting it over the phone **(01225) 874222**, or by visiting our main website **[www.sendacow.org.uk](http://www.sendacow.org.uk)** or our award winning kids' website **[www.cowforce.com](http://www.cowforce.com)**
- Get pupils to look through some Send a Cow material and ask them what they notice about how the organisation works E.g. *who do they give to? what do they give? where do they work? is it a friendly organisation?*
- Sum up the basic ways in which Send a Cow works on the board: *giving livestock, use of manure, milk production, selling of milk and vegetables, the 'passing on' of calves.*
- Split the class into groups and get them to storyboard their own, 'Send a Cow' advert.
- An opening to the advert could be discussed and modelled on the board to help groups to progress.
- Make sure that pupils think about the key messages and how they want their advert to come across to their audience.
- When they have planned out their advert as a storyboard, the groups can write their script for each section of the advert.
- The group can now rehearse and edit their scripts together, ready for 'transmission'.
- The adverts can either be recorded with a video/digital camera or performed straight to the class, using a large cardboard box as your TV screen through which the groups transmit their advert!

*To extend this piece of work, get pupils to plan out and design a leaflet in IT, asking people to help Send a Cow. Copy and paste images from our website and challenge pupils to make it interesting – send in your best designs!*