**Final Project: Electronic Media Radio Script #1**

Going green has become an important topic among people, from companies switching to more environmentally friendly products for consumers to movements from the general public wanting to learn how to become more socially responsible. A Shippensburg University club is not only encouraging students to become more socially responsible but is also leading by example. For WSYC radio, Keely Chamberlain has more.

Shippensburg University’s Environmental club, formally known as SEAC, has recently begun planning to put on an Earth Day event for the students and faculty of Shippensburg. This event would help to promote being green.

“What we’re trying to do is make it so that we can educate the students of Shippensburg University on how to be environmentally friendly while also making it fun for them,” says manager Jaci Braund.

One of the events that the students of the Environmental Club have decided to do is to put out a What Should Ship Do banner will allow students to write down what they would like Shippensburg University to do to be more environmentally friendly.

“We’ve found from years past that students really enjoy the banner because it gives them the opportunity to say to the University, this is what we want to do become green. So many students want to be more environmentally friendly but have a hard time knowing where to start” Braund says.

The Environmental club gives students the opportunity to get that place to start. They have participated in clean ups for creeks and recycling projects. The Environmental club is hoping to use Earth Day as a way to promote their club.

“It’s a shame that so many students don’t know that we exist or what we set out to do. They think it’s only for science majors but that’s not true. We want people from all majors to realize how important it is to be environmentally friendly. We’re a small club but we’re so dedicated in getting our message out there. We really hope that Earth Day will give us an opportunity to do this.” Braund says.

Earth Day is held on April 22nd and the event will take place outside of the Ezra Lehman Memorial Library from 11am – 4pm.

 **Time:** 2 minutes

**Final Project: Electronic Media Radio Script #2**

Social media has become an important promotional tool for many organizations. It allows them to get their message out fast, reach a broad amount of people and it is cheaper than other forms of advertising. One Shippensburg University is taking full advantage of this. Reporting for WSYC, Keely Chamberlain has more.

Shippensburg University Environmental Club has recently decided to use different forms of social media to promote their organization. The club has a blog, a Twitter account and a Facebook group.

“What we realized was that if we really wanted to promote ourselves, we would have to get involved in the world of social networking.” says manager Jaci Braund.

The club’s blog includes information from Environmental club’s meetings, photos of the group at events, and summaries on what they have done. Most recently, the blog has been focused on the Earth Day event that is to take place April 22nd. Jaci Braund points out that the importance of having the blog is that there has been a move from using e-mail as a way to get in touch with students to now using social media.

“We realized that so many of our members weren’t checking their e-mails or couldn’t make meetings due to class times or a heavy work load. The blog gives them the chance to read up on the meetings in a fun and interesting way. We’ve found it’s much more appealing than a dry e-mail,” says Braund.

The group also has created a Twitter account. The twitter account is used as a way to give quick updates on what the club is doing and also gives helpful green tips.

Secretary Ashley Egan says, “I’m excited that we are now using Twitter. It gives us a chance to allow students to follow us and get quick updates on what we are doing. They can even get them sent to their phone, which is awesome.”

The Shippensburg University Environmental Club also has an open Facebook Group that allows members of the club to communicate with each other easily, and they can also invite new members in the group with just another opportunity to learn about the club.

**Time:** 1 minute 58 seconds

**Final Project: Electronic Media Radio Script #3**

This Friday was Earth Day and Shippensburg University Environmental Club put on an event for the students and faculty of Shippensburg. The event was themed, “Earth Day Rocks” and was created to help educate Shippensburg students to be more environmentally friendly and also to donate to Pine Grove Furnace. Reporting for WSYC, Keely Chamberlain has more.

Some of the events that were offered were plain white t-shirts that students were able to then tie-dye. The t-shirts were sold to help the donation to the park. There was also participation from other clubs on campus.

 Clubs sold flowers that could be repotted sold in recycled cans, Game set up in which people who came and visited the event could win a gold fish. The art department ran a pottery wheel by having a participant bicycling on it as a means to be greener with powering equipment. They also made soaps and fired their pottery from left over grease from our dining halls.

“This event was truly awesome! I go to Penn State Harrisburg and am visiting a friend this weekend. I wish our school would have set up something like this to help promote Earth Day. I think that it’s important for students from all over to begin the steps it takes to be green. We’re the generation that is going to deal with these environmental issues, we need to start thinking of solutions” says Lindsay Wampler.

One of the other activities that students seemed to enjoy was “recyclable bowling” in which old plastic bottles were used instead of nine pins and a ball completely made from recycled materials as a way to knock them down.

Another opportunity for students to get involved in Earth Day was a WHAT SHOULD SHIP DO banner.  This banner allowed students to write what they would like Shippensburg University to do in hopes of being more environmentally friendly or just ideas in general. There were lots of calls for more plant life, trees and bicycle routes. There was also signup sheet for an organic garden on campus.

Although the event was originally supposed to have music, the weather caused the bands to not be able to play.

“We were disappointed that the music did not go as planned, but all in all everyone had a great time that stopped by” says Jaci Braund.

The event took place from 11am-4pm outside the Ezra Lehman Memorial Library. The Shippensburg University Environmental Club raised 225 dollars for Pine Grove Furnace.

**Time:** 2 minutes 15 seconds

**Final Project: Electronic Media Radio Script # 4**

Many people are familiar with outsourcing. In economics, it plays a very important part in America and the rest of the world. The question has been raised, however, what does outsourcing mean to the environment? Reporting for WSYC, Keely Chamberlain has more.

It has been recently been discussed that America is sending their business to factories in underdeveloped countries for cheap labor, but not only does this create economic problems but also environmental ones. It is now being reported that America is outsourcing its carbon emissions.

Researcher Glen Peters says, “Our study shows for the first time that emissions from increased production of internationally traded products have more than offset the emissions reductions achieved under the Kyoto Protocol...this suggests that the current focus on territorial emissions in a subset of countries may be ineffective at reducing global emissions without some mechanisms to monitor and report emissions from the production of imported goods and services."

While there is no clear cut solution, it has been suggested that instead of collecting data from a strictly production side, Americans need to also look at what they are consuming since these factories are based on supply and demand.

Locally, there are steps that can be taken to at least try and become greener.

“While we understand that we’re not going to stop carbon emissions just on our own, it helps to at least make an effort. Too many Americans have this idea that they won’t make a difference, so they don’t try. I suggest riding a bike instead of driving or making an effort to join organizations that promote a green lifestyle”, says Jaci Braund manager of the Shippensburg University Environmental Club.

The ENN, Environmental News Network, asks that consumers stay aware of the products that they are consuming.

**Time:** 2 minutes

**Final Project: Electronic Media Radio Script #5**

It has been a year since the BP Oil Spill and students are still furious. Reporting for WSYC, Keely Chamberlain has more.

Speaking with students a year after the BP Oil Spill and one can still feel the contempt in their voices. Many students have taken to protesting against BP, other oil companies and continuing the movement for a green generation.

“I thought it was a travesty. How could something like this happen? We don’t want to sweep this under the rug and forget this happen. We want to remember and we also want to push for a greener society”, says student Erin Caudillo.

Shippensburg University Environmental Club has taken to try and educate students about the spill and its effects. The club participated in a Gulf Coast clean up during the fall and found the experience very rewarding.

“Participating in the clean up was great. It really opened my eyes that there is still so much left to do there, even though it has been a year since it happened,” says Jaci Braund.

At the University of Georgia, students openly marched around with black trash bags representing the oil and signs. Most students have agreed that they do not want the public to forget what has happened. Shippensburg student, Anthony Markey, commented that he wished that Shippensburg would have had more of an activist approach to the BP incident.

“I wish there would have been a protest or movement, but I understand that were not as close to the gulf as other states. I still find the issue important though.”

A year after the incident and BP still recuperating from the hit their image took. They are sponsoring clean ups that allow for students to volunteer on their website.

**Time:** 1 minute 30 seconds