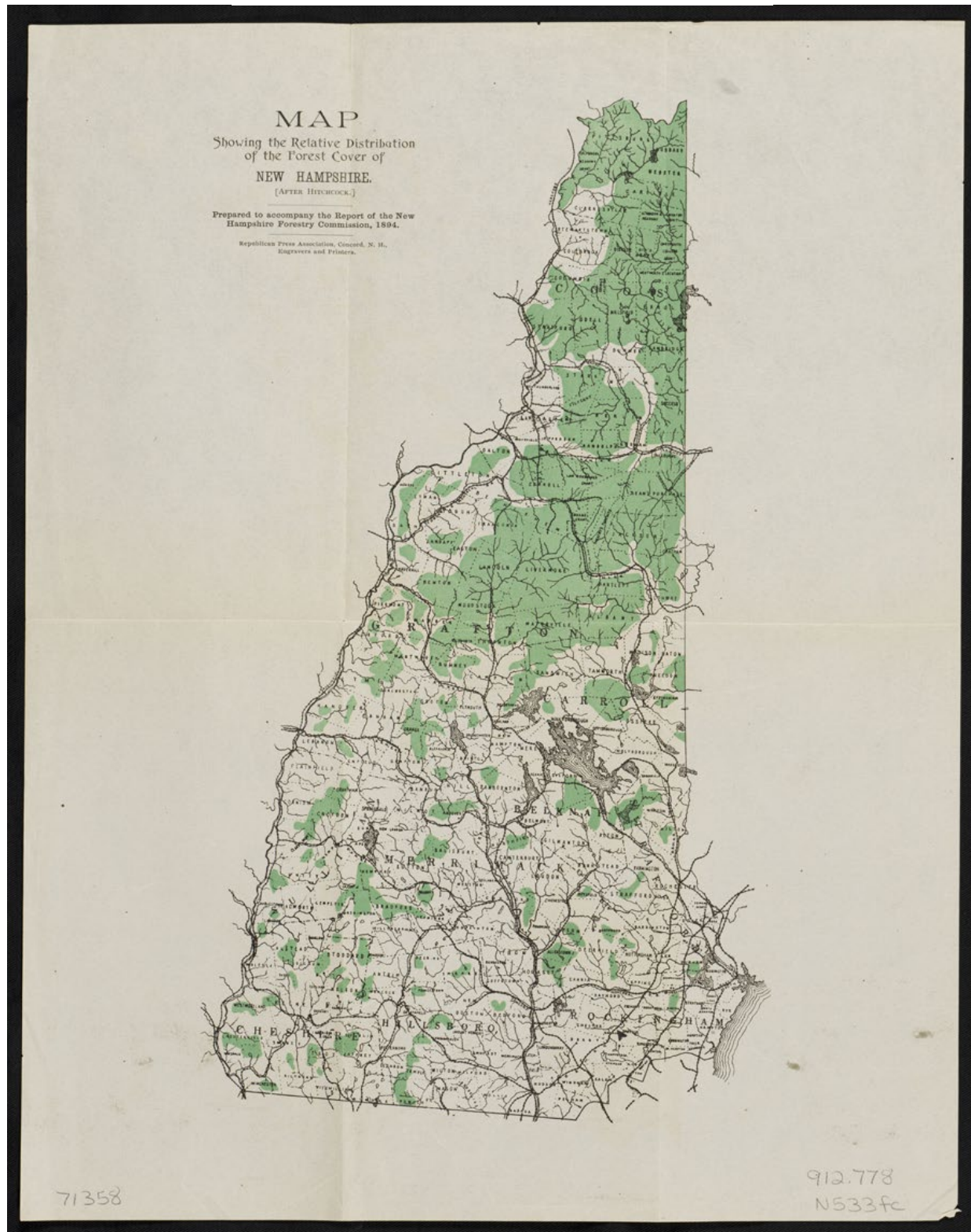




Lesson 14.2: Tune In and Save the Notch!

## “Changing Forests” Image Set



Forest Cover, 1894

Source: New Hampshire Historical Society





Lesson 14.2: Tune In and Save the Notch!



Clearcutting Near Albany, 1915  
Source: New Hampshire Historical Society

**“Changing Forests” Image Set**





Lesson 14.2: Tune In and Save the Notch!



Grazing Sheep, circa 1880–1985  
Source: New Hampshire Historical Society

**“Changing Forests” Image Set**





Lesson 14.2: Tune In and Save the Notch!



Inside a Paper Mill, circa 1927  
Source: New Hampshire Historical Society

**“Changing Forests” Image Set**



Lesson 14.2: Tune In and Save the Notch!



Workers at a New Hampshire Factory, 1910  
Courtesy of the Goffstown Historical Society

**“Changing Forests” Image Set**





Lesson 14.2: Tune In and Save the Notch!



Farmland in New Hampshire, 1902  
Source: New Hampshire Historical Society

**“Changing Forests” Image Set**



Lesson 14.2: Tune In and Save the Notch!



Logging Workmen and Horse Team, undated  
Source: New Hampshire Historical Society

**“Changing Forests” Image Set**




Lesson 14.2: Tune In and Save the Notch!

Name \_\_\_\_\_

## Changing Forests

Notice	Wonder
<p>In this image, I notice...</p>	<p>This image makes me wonder about...</p>







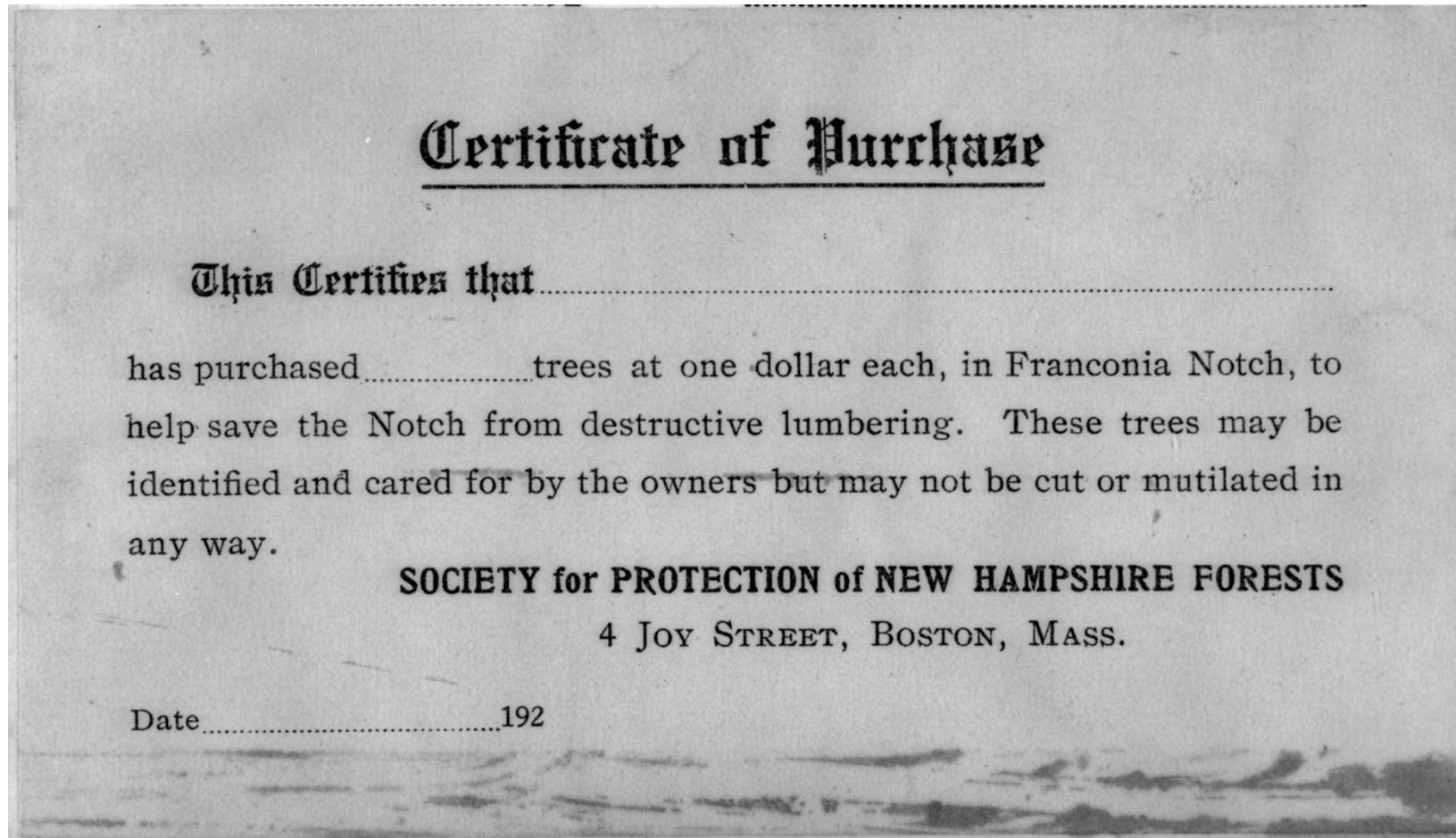
Lesson 14.2: Tune In and Save the Notch!

### How was deforestation a...

problem for New Hampshire?	solution for New Hampshire?



Lesson 14.2: Tune In and Save the Notch!



Tree Purchase Certificate, circa 1927

**“Save the Notch” Image Set**

Courtesy of the SPNHF Archives, Milne Special Collections,  
University of New Hampshire Library, Durham, N.H.





Lesson 14.2: Tune In and Save the Notch!



Buy a Tree, 1927

Courtesy of the SPNHF Archives, Milne Special Collections,  
University of New Hampshire Library, Durham, N.H.

**“Save the Notch” Image Set**



Lesson 14.2: Tune In and Save the Notch!

Name \_\_\_\_\_

## 5 Ws and an H: Saving Franconia Notch

Question	Answer	Source
<b>Who</b> was trying to save Franconia Notch?		
<b>What</b> were some of the strategies used to raise the money needed to buy the land?		
<b>Where</b> is Franconia Notch?		
<b>When</b> did the campaign take place?		
<b>Why</b> did people want to save it?		
<b>How</b> did the campaign end?		



Lesson 14.2: Tune In and Save the Notch!



Radio Advertisement, 1922  
Source: New Hampshire Historical Society



Lesson 14.2: Tune In and Save the Notch!

Name \_\_\_\_\_

## Radio Ad Plan

It's 1925 and the campaign to save Franconia Notch from deforestation is in full swing. Create an advertisement that will air over a fascinating new technology: radio. Your message will be heard by thousands of people. That's thousands of people who could donate money to the cause!

Radio broadcast is all about sound. Make use of sound effects, music, and clear language to make your message powerful! In 30 seconds, your ad should:

- Explain the situation
- Convince people that their help is needed
- Tell them how they can help



<b>Script</b> Write the words that will be spoken.	<b>Sound effects and music cues</b> Describe what else will be heard during each part of the script.





Lesson 14.2: Tune In and Save the Notch!

<b>Script</b> Write the words that will be spoken.	<b>Sound effects and music cues</b> Describe what else will be heard during each part of the script.



Lesson 14.2: Tune In and Save the Notch!

Name \_\_\_\_\_

## Radio Ad Reflection Rubric

After you listen, check the box in the column that describes how the ad communicated its message. Write one or two phrases to help you remember why you thought that.

Information communicated by message	1 This information was missing.	2 This information was present but needed more detail.	3 This information was present and detailed.	4 This information was detailed and supported by music and sound effects.
Where Franconia Notch is located				
What problem is facing Franconia Notch				
Who is looking for help				
Why help is needed				
How people can help				





Lesson 14.2: Tune In and Save the Notch!

Name \_\_\_\_\_

## Radio Math

Now that you've created the perfect 30-second advertisement to raise support to save Franconia Notch, you need to decide when and how often to air it. You have a budget of \$150.00. It costs \$7.50 to air your ad one time during a program. Look at the weekly program schedule below, based on actual New Hampshire radio programming from the 1920s. Explain your plan on the other side of the page.

As you decide when and how often to air your ad, think about:

- Who is listening to the program?
- How many people might be listening?
- Will you run your ad daily, every few days, weekly, or a combination?
- How many times can you run your ad with a budget of \$150.00?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11 – 12 pm Tilton Congregational Church service	11 – 1 pm Today's Best Recipe with Charlotte Haywood  8:30 – 9:30 pm Buster Keating & His Orchestra	11 – 2 pm Shopping with Aunt Louise  7:30 – 9 pm Winnepesaukee Region Night; Music by the WKAV Orchestra	11 – 1 pm Today's Best Recipe with Charlotte Haywood  7:30 – 8 pm Robert Johnson, baritone soloist, accompanied by piano	11 – 12 pm Cecil and Sally comedy/ soap opera  7:30 – 8:15 pm Al Davis and His Hawaiian Boys (guitar and ukulele band)	11 – 1 pm Shopping with Aunt Louise  8:15 – 8:45 pm Tom and Wash Laugh Club	11 – 3 pm Local Sports Coverage  5 – 6 pm The 172nd Field Artillery Band of Manchester  7 – 9 pm Concord Cotillions Dance Orchestra



Lesson 14.2: Tune In and Save the Notch!

Name \_\_\_\_\_

### **'Save the Notch' Newspaper and Magazine Headlines**

Members of the SPNHF and NHFWC contacted journalists and editors all over the country. News of the threat to the Notch was shared in publications with headlines like the following.

#### **Old Man of the Mountain Rallies His Friends**

*New York Times Magazine*, February 22, 1925

#### **King of the Mountains: Save His Kingdom!**

*Boston American*, December 27, 1927

#### **Send In Your Dollars!**

#### **Buy As Many Trees As Your Patriotism Allows!**

*Manchester Union* and *Manchester Leader*, various dates

**We said in war time 'give until it hurts,'  
we say now give until your heart overflows with joy!**

*Nashua Telegraph*, date unknown

**They are about to slay the Old Man's friends,  
the trees where the sweet birds sing**

Printed in local newspapers in Ithaca NY, Lima OH, Augusta GA, Pine Bluff AR, Salt Lake City





Lesson 14.2: Tune In and Save the Notch!

## Franconia Notch in Danger

*The Clubwoman*, January 1928