

## Ten ideas for promoting GCSE Geography



1. **Geography Ambassadors.** This scheme, run by the RGS, offers access to enthusiastic geography ambassadors from universities and business to visit schools and work with students. Ambassadors will begin by delivering a presentation with activities to groups on a mutually agreed theme such as 'Why study geography?', 'Geography and careers' or 'My special project or research interest'. Find out more at [www.geographyteachingtoday.org.uk/ambassadors/introduction/](http://www.geographyteachingtoday.org.uk/ambassadors/introduction/)
2. **'Why I love geography'** is a TV programme, shown on Teachers TV (<http://www.teachers.tv/video/23982>). It includes contributions from: Dr Rita Gardner, Director of the RGS-IBG, Ben Saunders, the youngest man to ski solo to the North Pole Owen Wilson, promoting cycling and sustainability in London, Laura Fry, who makes new maps of Great Britain and Tori James, who has climbed Everest. It demonstrates just some of the many possibilities of the broad and diverse subject of geography.
3. **Careers using Geography.** There is lots of information about careers using geography, case studies, videos and classroom activities to show students how geography can relate to a wide range of careers. See <http://www.geographyteachingtoday.org.uk/ambassadors/progression-and-careers-with-geography/>. You could find out what has happened to geographers that have left your school and include them in wall displays.
4. Use presentations such as **Geography matters** <http://uk.youtube.com/watch?v=JyhSHDGg-cw&feature=related> and **Right here Right now** <http://uk.youtube.com/watch?v=dDk06h7Abbw>. These music and visual presentations are both found on You Tube and show students the importance of studying geography and its relevance to the 21<sup>st</sup> century. A search on You Tube will list more similar presentations. Also look at the 'Geography at the movies' website. There are several movies promoting Geography including a questionnaire to see if you are a geographer from Gary Dawson. See <http://www.gatm.org.uk/geographyatthemovies/other.html>
5. You could even **make your own movie** or slideshow (try using [www.animoto.com](http://www.animoto.com)) to produce a presentation that is personalised to your school and your GCSE course using photos of fieldtrips at your school. A good example can be found on Jo Blackmore's blog, <http://greatgeography.blogspot.com>. You could have this and other geography presentations playing during Year 9 parents evening. It will keep parents queuing entertained and show them what Geography is like at your school.

**I ♥ GEOGRAPHY**  
**GEOGRAPHY AMBASSADORS**



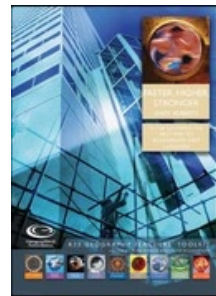
6. Get some **A level Geographers** along to an options lesson to answer questions from Year 9 students. They could also tell the students about field trips and what they are planning to do when they leave school. You could involve sixth form as lead learners in KS3 lessons on a more regular basis during their free lessons.



7. There are some **leaflets** that can be downloaded from the GA website. These explain what Geography is all about and why it is an important subject. <http://www.geography.org.uk/aboutus/campaigningforgeography/optiontime/> From April there will be the **GA's manifesto for Geography: 'A different view'** on the GA website. This gives a clear view of the potential of Geography and helps communicate geography to young people through some challenging and stimulating images. It is featured in this month's GA news and you will be hearing much more about it.

8. Organise a **fieldtrip** for early in the school year. A cross curricular day is a good idea, for example linking geography with science. This shows students the importance of geography and how it fits with other core subjects.

9. Above all it is important that students experience a challenging, exciting and relevant KS3 Geography. Make the most of the student voice in your planning and all the new resources that are available to help you with your new key stage 3. Check out <http://www.geographyteachingtoday.org.uk/ks3-resources/introduction/> and the Geography Teachers Toolkit produced by the GA at [http://www.geography.org.uk/shop/shop\\_section.asp?section=3](http://www.geography.org.uk/shop/shop_section.asp?section=3)



10. If you have not already chosen your new GCSE specification then get the students involved. There is an example of how this was done at Hitchin Girls' School on the GA website at <http://www.geography.org.uk/secondary/newgcse/>



**Produced by the GA's Secondary Phase Committee.**

For more information see <http://www.geography.org.uk/aboutus/committeesworkinggroups/secondary>

January 2009