

Dictation Contest (PRJr, 初級) No. 397

Hey, guys! How are you doing?

I think many of you have been asked what you want to be, or do, in the future. When I was very young, I wanted to be a paleontologist, which is somebody who studies dinosaurs. Later, I wanted to be a wildlife TV show presenter. And then, when I got into music, I wanted to be a professional and famous guitar player.

What about you guys? Let me know, okay? See you next time!

Dictation Contest (PR 1, 中級) No. 397

Hello, everyone! Welcome back to PR 1.

Today, I have the next part of the story called, *The First Peacock*. Let's begin.

The cow was very important to Hera. It was her favorite pet. The most essential part of his job was to keep the cow alone. It had to be kept separate from all the other cows and far away from other people.

This was an easy job for Argos. The cow just ate grass all day. But the god Zeus wanted the cow. He wanted to take it away from Hera. He had a plan. He found a great music player. He asked the man to play a beautiful song for Argos. Zeus was certain Argos would go to sleep.

Well, that's all for today and come back for the next part of this story. Bye-bye!

Dictation Contest (PR2 上級) No. 397

Hello, everyone! Welcome back to PR2.

Today, I'll be telling you a little bit more about ugly animals. Let's begin!

The WWF-US has a proven fundraising technique: donors "adopt" animals, which means they show support for a particular species when making their donations, and the money collected can be additionally used for a variety of animals and conservation efforts. After donors make their animal adoption, they receive a certificate of adoption for their animal, a stuffed toy, and photographs. Naturally, the more attractive or cuter species are more often adopted, which fits [with] the findings of Verissimo and Smith. Though this approach does little to enhance donor concern for the welfare of less attractive species, the researchers were able to conclude that the WWF-US approach is effective in its own way, since funds are utilized to all types of animals.

The EDGE program has a different goal than that of the WWF-US. It focuses on saving 100 endangered mammal species, which are all shown on their website. The researchers found that, while donors had a bias toward appealing animals, they did have exposure to other species and so marketing did have a significant effect: animals that were promoted more actively and appeared higher up on its website received more donations. In fact, donations would increase 26 times in the EDGE program's promotion for animals when given this kind of prominence on their website, which raises hope for even the ugliest of animals.

All right, that is it for today. Thank you very much for watching, and see you next time.
Bye-bye!