



“Lights...Camera...Action!” Create a PSA Video

What is a PSA or Public Service Announcement?

A Public Service Announcement (PSA) is a message in the public interest disseminated without charge, with the objective of raising awareness, and changing public attitudes and behavior towards a social issue.

Assignment: Create an original Public Service Announcement (PSA) in the form of a video or pre-recorded narrated slide show with sound effects & music designed to shed **“LIGHT”** on a human rights issue and motivate people to take **“ACTION”** in their communities, families and own lives by changing a specific behavior or attitude or stereotype.

In groups of 3-4, research a human rights issue, craft the message you would like to convey, create a storyboard, film, edit and share your PSA's with the rest of the class in a formal presentation.

- You may focus on a global human rights issue or one specific to our country, state, or community.
- Your PSA must convey a message that focuses on **raising awareness around an issue** or **on a specific behavior or attitude or stereotype you wish to change**, and the larger implications or long-term consequences. Do NOT promote donations, fund raisers, specific charitable causes or organizations.
- Your PSA must include people speaking, a voice over, and/ or written text.
- Use ethos, logos and pathos in your PSA to both inform and inspire your audience to take action.
- Use statistics, quotes, animation, slam poetry, artwork, animation, music, photos, real life video footage, skits, etc. You may also use clips of people you interview to talk about their experiences or show different perspectives.
- Use at least 2 visual symbols in your PSA that you can further explain in your presentation and report.
- **Do NOT act out cruel, harmful behaviors and attitudes you are trying to change or stop.**
- Your PSA video needs to be 60 -90 seconds in length.

Written Work

- ☑ **Typed Cover Page** – include your human rights issue/topic and the first and last names of all group members. Copy the template provided in Google classroom and update it with your information. Have ONE person print it and glue it to the front of a folder you will be provided with.
- ☑ **Typed 2-Page Written Report & Works Cited Page** (scored individually)
 - Once you have decided on your human rights issue and specific area of focus, determine major sub-topics and divide these up to research so that each team member is covering a different one. (eg. causes/ contributing factors, long term societal or global consequences, history, current laws / legislation, stereotypes / misconceptions, solutions, etc.)
 - Each individual will write a 2 page typed, double space response addressing his/her assigned sub-topic citing at least three different sources which are also included on a works cited page. More details on this will be provided later.
- ☑ **A Story Board** of each of the shots that will make up your PSA with descriptions of the setting(s), dialogue and/or narration, as well as any printed text that will appear in your video, special effects, and audio (including the use of music). A template will be provided for you to complete.

Presentation (10 minutes TOTAL)

- A. An introduction– 1-2 minutes (not video taped)
 - Begin your presentation with a creative, attention-getting opening about the human rights issue
 - Your attention-getter must involve **all team members** and demonstrate planning and practice (coordinated body positions, movements, speaking in unison, etc.). Use props to reinforce your message.
 - Use attire to unify your team. We should be able to visually see you are a team.
- B. Google Slides & Present Research on Your Human Rights Issue
 - Each student will individually present information from his/her written report supported by 2-3 Google slides you create. You may use 3x5 cards to assist you.
 - A template slideshow has been shared with you in Google Classroom with additional requirements, tips and samples.
- C. Play Your PSA Video or Pre-Recorded Narrated Slide Show (60 - 90 seconds)
- D. A Quick Closure - as a team thank your audience for being attentive and close with a final statement encouraging your audience to take action on this issue.

Evaluation:

- You will be scored **individually** on your written report, Works Cited page, and your portion of the presentation including the 2-3 slides you are responsible for.
- You will be scored as a **group** on your Introduction/Attention-Getter and PSA Video with consideration given to your individual contributions. That said, it is YOUR responsibility to take on an equitable amount of work and communicate with your teacher EARLY enough to address problems that come up.