

**Learning Goal:** I can conduct research, develop essential questions, identify resources, analyze information, synthesize and generate a product.

### Public Service Announcement

**This may be a 2 person group or individual project. You may use others as actors, but only two people may produce the video. Don't just pick your best friend, select a topic you are truly passionate about and then select your partner. I may select to add someone to your project. You may select a cast, direct the actors, operate the camera and edit the finished piece.**

**What is a PSA (Public Service Announcement)?**

**According to Wikipedia:**

There are many different definitions for a **public service announcement (PSA)** or **public service ad**, but the simplified version of PSAs are messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue

**Procedure:**

- Look at examples of PSAs and research various issues. Public Service Announcement examples can be found at [www.psaresearch.com](http://www.psaresearch.com) and [www.psacentral.org](http://www.psacentral.org)
- Research and identify one area of public importance that you want to produce a PSA for. The best PSAs produced will appear on the MMS Website. The following are suggested topics:

<b>Smoking</b>	<b>Drug Abuse</b>	<b>Personal Safety</b>	<b>Eating Disorders</b>	<b>Alcohol Abuse</b>
<b>Chemical Use</b>	<b>Pollution</b>	<b>Pet Adoption</b>	<b>Tolerance</b>	<b>Value of Diversity</b>
<b>Depression</b>	<b>Steroid Use</b>	<b>Stay in School</b>	<b>Study Habits</b>	<b>Self Esteem</b>
<b>Skin Cancer Prevention</b>	<b>Runaway Hotline</b>	<b>Suicide Hotline</b>	<b>American Red Cross</b>	<b>Sexual Assault Hotline</b>
<b>Stay/Become Involved In...</b>	<b>Be Yourself</b>	<b>Verbal Harassment</b>	<b>Poverty</b>	<b>Environment - Why Care</b>
<b>Guidelines for using 911</b>	<b>Youth Volunteerism</b>	<b>What We Do is Who We Are</b>	<b>File sharing is illegal</b>	<b>Your Reputation - What Others See</b>
<b>Rumors/gossip hurts</b>	<b>Goal Setting</b>	<b>Fitness</b>	<b>Teen Drunk Driving Legal Consequences</b>	<b>Healthy Eating Choices</b>
<b>Hearing Protection (Loud Music)</b>	<b>Cyberbullying</b>	<b>Safety on the Internet</b>	<b>Peace and International Understanding</b>	<b>Internet Addiction</b>

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**Step 1: Proposal for video (Create this as a digital document you can present to me)**

- Name your project, include the producer’s name(s) and class period
- Include overall vision for the video
- Include research on the problem and how it impacts society/schools/kids
  - What is the problem?
  - Who suffers because of this behavior?
  - Give some statistics related to this problem
  - What can be done?
- **Create an Internet Citation Page as you research**
  - **Open the Internet Citation page from my teacher website and save it in Documents as your name.**  
<http://www.mayfieldschools.org/olc/folder.aspx?id=66619&c=7330&s=1554>
  - **Do this before copying and pasting into your project or you will lose your work!**
- List talent (on-screen and voiceovers):
- Website where teens can get more information or help.
- Possible shooting locations
- Create a Task List

Task	Person(s) Responsible	Date Due	Notes
•	•	•	•
•	•	•	•
•	•	•	•

- Approach teacher as a team to present (pitch) your idea
- Obtain approval to move forward

**Step 2: Research the topic more extensively.** Complete the Internet Citation page as you go! It is on my teacher website on the 8<sup>th</sup> Video Production page.

**Step 3: Write a script using Open Office**

- The script contents are appropriate for the subject matter selected.
- The script is creative in the approach used to convey the information to the target audience.
- Concludes with a website where teens can get more information or help

**Step 3: Develop Shot List/Storyboards**—include who, what, where and when. Storyboards are available by the windows in the back left corner of the room.

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Shot Number	Shot Type	Duration	Description
1	LS	05:00	Girl walks up to bench, takes out phone, and twirling, sits down
2	MS	03:00	Girl twirls to her seat. Talks on phone
3	CU	02:00	Feet of Boy on sidewalk approaching girl
4	MS	03:00	Girl talking on phone
5	LS - POV	04:00	Boy's view as he approaches girl from behind bushes
6	XCU	04:00	Phone up to Girl's ear
7	LS - POV	04:00	Boy's view as he approaches girl from behind
8	MS	02:00	Boy snatches phone from girl, she is surprised.
9	OTS	02:00	Boy runs, girl leaps up to chase him
10	XCU	02:00	Boy's feet run on sidewalk, girl follows

**Revisit Shot Composition on Adobe Youth Voices:**

<http://youthvoices.adobe.com/essentials/resources/517819968d536274ff000456>

**Step 4: Schedule videotaping**

- This can be done in school or outside of school
- You can sign out a camera and tripod for videotaping outside of school
- Fill out a "Permission to Video" pass if you are filming in school (on my front desk)

**Step 5: Produce video**

Key Steps of Editing by Adobe Youth Voices:

<http://tv.adobe.com/watch/learn-adobe-youth-voices/key-steps-of-editing/>

Add and edit video clips

Continue to research and add to Internet Citation Form

Create a credits slide, documenting websites used for research

Select or produce music

Create title and credit slide

Record voiceovers

Record introductions/conclusions

Find appropriate pictures (B-roll)

Add transitions

Add special effects (B-roll, video effects, slow motion, audio effects)

**Step 6: Share final video with the class/peers for feedback**

**Step 7: Select videos to publish on the MMS Website**

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**Step 8: Complete a collaboration rubric on your partner's contribution to the project.** Your feedback as well as my observation will be turned into a **Life Skills grade**.

**Student Video Contests:**

**U.G.L.Y. Bullying Video Contest**

<http://www.heyugly.org/Contest Video.php>

**Beware the Tides**

<http://www.onlinevideocontests.com/contest/5819/-Beware-the-tides---Video-Contest>

**Grading Criteria for Video Project:**

- Length: Should be approximately 60 seconds
- Effectiveness of message. Your job is to influence viewers
- Music that was individually created in GarageBand and/or Soundtrack properly documented in your credit slide
- Camera shots demonstrate proper composition and framing techniques
- Audio clarity is apparent in any dialog and narration
- Audience appropriate (the content and style relate to the target audience—Mayfield students, teachers, community)
- Attention getting "hook" - what in your PSA gets your audience's attention?
- Refer to an agency where teens can get more information or help
- End Credits listing the names of the actors, director, producer and editor. Also list the names and roles of people who contributed to your PSA.

**All aspects of production will be rigorously evaluated:**

- 1. Quality of message**
- 2. Effectiveness of message**
- 3. Sound**
- 4. Editing**
- 5. Content**

**You will receive a Summative grade on the final video and a Life Skills grade on your participation, work completion, behavior, and ability to work in groups.**