

## **CULMINATING ASSESSMENT**

### **Public Service Announcement**

#### **Project Description:**

Student's work cooperatively to create a 30-60 second health related PSA.

#### **Essential Learning:**

1. Students will recognize their capacity to effect positive, health-enhancing behavior change.
2. Demonstrate the ability to work collaboratively as an advocate for healthy individuals, families, schools, and communities.

#### **Project Outcomes:**

After completing the PSA Project, students will be able to:

1. Understand the purpose of a public service announcement.
2. Understand how demographics are used in conveying information.
3. Use a variety of tools to effectively communicate health related issues.
4. Demonstrate create thinking and problem solving
5. Work cooperatively in small groups.
6. Understand their place in society and their capacity to effect positive social change.

#### **Prior Instruction:**

- Consumer Health Issues and Consumer Health Agencies
- Demographics
- Advertising techniques
- Persuasion techniques
- Quackery and medical fraud
- Characteristics of those susceptible to quackery
- Evaluate health information on the internet
- Role of consumer protection agencies

#### **Project Steps:**

1. Working groups of two, students select a topic from a list provided and use the internet and course materials to gather information in support of their desired message.
2. Students use a storyboard to develop the PSA.
3. Students write a script, using storyboards, create scenes, and determine individual role in the production.
4. Students use digital camera's and video to film their scenes.
5. Students use iMovie to import and edit video/pictures, record narration, add titles, transitions, and other style elements.
6. Students may import photos from iPhoto and music from iTunes.
7. Completed PSA's are shared with the entire class before being shown on channel 2.

#### **Technology Skills**

After completing this project, students will be able to:

1. Use a digital video camera to record video
2. Use the internet to conduct research
3. Use iPhoto to import and edit photo's
4. Use iTunes to import and organize audio tracks to be used in iMovie.
5. Use iMovie to import video clips and edit
6. Use Adobe Photoshop to manipulate imagery and text in the production of print ads.

## **Essential Learning Questions**

- ❑ What are public service announcements?
- ❑ How, why, and by whom are PSA's created?
- ❑ How effective are public service announcements and commercials?

## **Assessments:**

- ❑ Project Worksheets & Script
- ❑ Peer Assessment
- ❑ Student self-assessment
- ❑ Cooperative group work reflection
- ❑ Teacher Assessment

## **Internet Resources:**

<http://mediacampaign.org/mg/television.html> - examples of PSA  
<http://drugabuse.gov/drugpages/PSAHome.htm> - Examples of PSA  
<http://www.adbusters.org> - "How to Create Your Own Print Ad"  
<http://www.mundidesign.com/presentation/index2.html> - principles of graphic design  
<http://www.mediacollege.com/video/camera/tutorial/> - video camera techniques  
<http://mp3.about.com/cs/freemp3sites/a/freeandlegal.htm> - legal music downloads  
<http://www.goingware.com/tips/legal-downloads.html> - legal music downloads  
<http://www.apple.com/education/life/howto/> - iLife How to guides

## **Technology Resources:**

Macintosh computers, digital video camera, digital camera, fire wire, s-video cable, scanner, internet access, LCD Projector, iMovie, iPhoto, iTunes, Apple works, Adobe Photoshop, and iDVD.

**Public Service Announcement  
Idea List**

Drinking and driving  
Chewing tobacco  
Prescription drug abuse  
Date rape  
Road rage  
Peer pressure  
Bomb threats  
House #'s for 911 response  
Crossing streets  
Graffiti  
Seat belts  
Sportsmanship  
Pejorative language  
Fake I.D.'s  
Shop lifting  
Carpooling  
Sexually transmitted  
infections  
  
School athletics  
Back pack safety  
Cheating  
Therapy Dogs

Anger management  
OTC drug abuse  
Illicit drug abuse  
Dating violence  
Littering  
Weapons in school  
Helmet safety  
Mentoring  
School bus safety  
Suicide prevention  
Nutrition  
Homework  
Gangs  
Fan rage  
Vandalism  
Homeless  
Traveling safely between  
school buildings during  
inclement weather  
School clubs  
Locker tips  
Dress code  
Academic honor code

Smoking  
Inhalants  
Date rape drugs  
Stress management  
Cell phones in school  
Tired driving  
Vial of life program  
Fire safety  
Bullying  
Teen depression  
Exercise  
Racism  
Profanity (cursing)  
Child abuse  
Internet safety  
Unintended pregnancy  
Student parking  
  
School nurse  
Alcohol  
Dating safety  
Drug testing H.S. athletes

# CHECKLIST

## Public Service Announcement \*

Project Checklist	Start Date	Finish Date	Person(s) responsible for task
1. Understand the Role of a PSA and criteria for successful creation of a PSA.			
2. Select an engaging topic			
3. Research topic and take notes (cite sources).			
4. Identify 'tag line'			
5. Identify images, music clips, etc.			
6. Create a script.			
7. Create a first draft of PSA using iMovie.			
8. Review and edit			
9. Add supporting graphic design and media elements			
10. Peer Viewing and feedback			
11. Edit & create 2 <sup>nd</sup> draft			
12. Media release form			
13. Exhibition – Present to Class			
14. Self-Assessment			
15. Cooperative Group Work Reflection			
16. Teacher Assessment			
<i>Optional:</i> Re-work PSA prior submission to Local Access Channel #2.			

\* ANY use of profanity, pejorative language, graffiti, destruction of public property, self-injurious behavior, violence, weapons, or drugs in any part of the process or product of the PSA will result in a failing grade and referral to administration.

## **Characteristics of an Effective Public Service Announcement**

### **Definition:**

A public service announcement (PSA) is a 30 to 60 second, non-commercial announcement or advertisement. It is designed to educate the public about a specific issue or cause; and persuade the target audience to take a specific action or to adopt a particular viewpoint on a cause or social issue. A PSA provides viewers with valuable information that could have a significant impact on their lives.

### **Audience:**

- ❑ Your target audience is your peers at Greely High School and/or teens in surrounding towns.
- ❑ Be sure that your research, images, and facts are representative of this demographic.

### **Persuasive:**

- ❑ Presents ONE CLEAR POINT.
- ❑ Motivates the target audience to do (or not do) something. Adopt or stop a health-related behavior.

### **Entertaining:**

- ❑ Engages the target audience with a variety of media, such as narration, music, text, and dramatizations.
- ❑ Holds the interest of the target audience

### **Based of Facts:**

- ❑ Uses and cites fact(s) from reliable source(s).
- ❑ Provides information on how to obtain additional information about the topic.

### **A Clear and Realistic Message:**

- ❑ Appeals to the emotions of the target audience, presents a sense of perceived susceptibility and seriousness (Health Belief Model).
- ❑ Educates the audience.

### **Uses Concise Language:**

- ❑ Get to the point quickly
- ❑ Use of common language (minimum use of slang)

**WORKSHEET:  
PSA INTRODUCTION**

Name:

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What does PSA stand for?

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Describe an example of a PSA.

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What social benefit is promoted by the PSA you selected?

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What social issues do you feel strongly about? Why?

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**WORKSHEET:  
PSA CONTENT**

Name(s):

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What is the topic of the PSA?

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What is the target audience of the PSA?

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What social benefit was promoted by the PSA?

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What was the “tag line” of the PSA?

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What were the facts given by the PSA?

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Source of facts presented in the PSA?

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What community resource will the PSA provide?

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## Developing a Public Service Announcement Script

### Definition:

A script is a written version of all that is said in a PSA. It includes narration (words read to an audience) and dialogue (words read in a conversation between people). Although a script is written, it is intended to be read aloud. As a result, the language of a script must be:

- ❑ Natural and concise: written so it can be easily understood.
- ❑ Well-organized: follows a logical order or progression.
- ❑ Appropriately times: read at a pace that is not too fast or too slow.
- ❑ Expressive: conveys feeling to the listener.

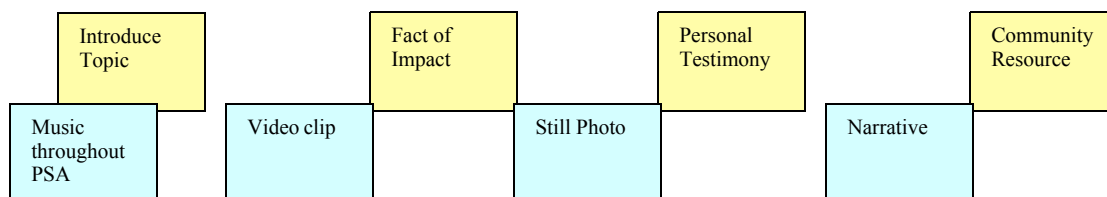
### Preparation for creating a script:

- ❑ What is the topic?
- ❑ What is 'statement(s) of impact' (facts) will you emphasize in the PSA?
- ❑ What action is you want the target audience to take (or not take)?
- ❑ What type(s) of images/media will you use, video, still shots, transition screens, etc.?
- ❑ Where can the target audience go to obtain additional information or assistance regarding the PSA topic?

### Creating the Script:

- ❑ Write your narration, dialog, and 'statement(s) of impact' (tag line) on individual Post-It Notes. *(I recommend using two different colored Post-it Notes to represent the 'information' vs. 'media' components of your script.)*
- ❑ Write a description of any visual image, video, still shot, music, etc., on individual index cards.
- ❑ Layout each of the 'information' Post-It's in the order of progression.
- ❑ Layout each of the 'media/visual image' Post-It's in order of progression on the next line.
- ❑ Rearrange the two 'lines' of Post-It's until they represent your desired message and emotional impact.
- ❑ Tape each Post-It Note in place... this is your PSA script.
- ❑ Use this script to organize your efforts in using iMovie, iTunes, and iPhoto.

### Sample Script:





**WORKSHEET**  
PSA COOPERATIVE WORK REFLECTION

Name:

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What do you like about the PSA? Explain.

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What do you dislike about the PSA? Explain.

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Describe your contributions to the PSA.

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In what ways did you work cooperatively with your partner?

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Describe the benefits of working with your partner on the PSA.

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# PSA RUBRIC

## Student Evaluation Guide\*

<i><b>PSA Components</b></i>	4	3	2	1
<b>Technical Aspects:</b> Video reflects effective camera/film work, editing skills, transitions, and high quality sound that add to the overall mood/message/theme of the PSA.				
<b>Structure, Variety, Pacing:</b> Clear organizing structure, and flows logically. Changes the screen image and/or audio on a regular basis to engage the target audience.				
<b>Creativity:</b> The message is told in unexpected or novel ways. Elements in the message are woven together with insight and imagination; grabbing the attention of the target audience.				
<b>Tag Line:</b> The message is clear and concise. A single thought or phrase within the PSA summarizes the entire message.				
<b>Social Benefit:</b> The ideas shown have an application to the lives of the targeted audience. The PSA is one that will motivate positive behavior change to improve the health and wellness of the target audience.				
<b>Facts:</b> The message is based on factually accurate and verifiable information. Opinion or bias expressed is based in and supported by fact. Source information has been verified and documented.				
<b>Community Resource:</b> Follow-up resource is provided to direct the target audience to local advocacy/support/information groups.				
<b>Cooperative Group Work:</b> Equal division of labor; effectively completes tasks together. Resolves disagreements constructively.				

### ***Scoring Guide:***

- 4 = The highest score possible; indicates a highly effective use of a component. Exemplary demonstration of effort and achievement throughout the PSA.
- 3 = Accomplished use of component(s) is consistently demonstrated throughout the video.
- 2 = Elements described may be present, but are inconsistently or haphazardly applied.
- 1 = Effort is demonstrated towards incorporating the component(s) described, but the desired results are not seen in the final product.
- 0 = Score reflect the absence of the desired elements

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## Student Instruction

### Lesson 1: Public Service Announcement

**Learning Goal:** Define the objective of a public service announcement (PSA).

**Sponge:** PSA – Depression (*30 seconds*)

**Class Dialogue:** (*15 minutes*)

1. Identify the variety of public service announcements seen on television.
2. Identify common attributes of a PSA.

**Power-point presentation:** (*20 minutes*)

1. Define PSA
2. Goal of a PSA
3. Attributes of a PSA

**Small group activity - Dissecting a PSA:** (*15 minutes*)

1. View PSA
2. With criteria sheet, identify the specific attributes of PSA's.
3. Class share

**Assessment:** participation and completion of “PSA Attribute” Worksheet

**Assignment:** PSA Worksheet #1 (PSA Review) and #2 (Selecting a topic)

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### Lesson 2: Public Service Announcement Project Introduction

**Learning Goal:** Identify the steps in creating a public service announcement

**Sponge:** Student PSA (level 4 exemplar) (*30 seconds*)

**Class Dialogue:** Identify the required attributes of the student PSA. (*5-10 minutes*)

**PSA Project Introduction** (*45 minutes*)

1. See project product descriptor
2. Go through each pages of the product descriptor using student examples to demonstrate expectations.
3. Using the Project rubric, students view exemplars of each level of student performance... students at each table work together to score the examples of student PSA's.
4. Class dialogue – is there consensus? If not explore why.

**Assessment:** Participation

**Assignment:** Script Completion. Gather media components (video, music, still shots, etc.) and save in student folders on school server for iMovie demonstration.

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### Lesson 3: iMovie

**Learning Goal:** Demonstrate use of iMovie to create a health related PSA.

**Sponge:** iMovie Introduction video (*5 minutes*)

**Instruction/Demonstration:** (*45 minutes*)

1. Show student the iLife “How to Guides” website <http://www.apple.com/education/life/howto/>
2. Demonstrate how to take a PSA script and create a 30 second PSA using imovie, iPhoto, iTunes. Students practice each skill as it is demonstrated.
  - a. Importing video, pictures, and music.
  - b. Timing and sequencing
  - c. Creating still frames
  - d. Transitions and special effects
  - e. Saving finished product in quick time for universal viewing

**Assessment:** Participation & construction of PSA rough draft