Mr. Jackson's Science Class
Public Service Announcement
Due Date: Wednesday, April 26

For this assignment, you will brainstorm ideas, come up with a concept, write, plan, and shoot a Public Service Announcement (PSA) that focuses on a problem related to water contamination and a solution to the problem. You will work individually as you write, produce, and direct a PSA. Use the guidelines below to begin to conceptualize a 60-second spot.

Media messages are fleeting. One compelling central message, clearly presented with a simple call to action, is the most effective way to get your point across.

Answer the following questions to begin:

1. Target Audience: Who do I want to reach with my message?

2. Message: What is my message? What do I want the viewer to understand?

3. Action Step: What is the call to action? What do I want the viewer to do? How can the viewer help solve the problem?

4. Significance of Issue to the Public: Why is this issue important to the public?

Required components of the project:

1. Turn in a written description of the PSA, answering questions 1-4, plus any other information and research about the issue, or the population the PSA addresses or serves. Be specific and narrow in your focus. **Due Monday, April 17**.

2. View some examples of PSAs online to get an idea of what a good PSA looks like. This is an incredibly important step and should not be skipped.

3. Before filming, plan out what your PSA will include in sequential order. It will save you time in the long-run if you develop your plan BEFORE you begin filming/editing your PSA. "Failing to plan is planning to fail." (Benjamin Franklin)

4. Compose a 60-second PSA addressing your topic. You may use any form of production software that you desire, but your PSA must be pre-recorded and run on its own. The PSA should be engaging and interesting to watch and should make your point in a clear and memorable way. Consider using narration, written text, images, graphics, video, sound, etc. It is your responsibility to effectively utilize the production software that you choose. Ask a friend for help or Google a video tutorial if you are uncertain.

PSA Rubric

Student Evaluation Guide
Final Project Due Wednesday, April 26

PSA Components	5	4	3	2	1
Technical Aspects Video reflects effective camera work, editing skills, use of sound, and graphics/images that add to the overall mood/message/theme of the piece.					
Creativity 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 intended audience.					
Tag Line The message is clear and concise. A single thought or phrase within the PSA summarizes the entire message.					
Social Benefit The ideas shown have an application to the lives of the targeted audience. The PSA is one that will motivate change to improve the targeted audience's community in a meaningful way.					
Facts The message is based on accurate and verifiable information. Opinion or bias expressed is based in and supported by fact. Sources are given, if necessary.					
Follow-up Follow-up information is provided to direct the intended audience to local or national advocacy groups.					
Length of Production The PSA meets the assigned time length of 60-seconds (within two seconds).					

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

Adapted from Arizona State University & Read-Write-Think

Written Description of PSA
Due Monday, April 17

Name: _____

1. Target Audience: Who do I want to reach with my message?

2. Message: What is my message? What do I want the viewer to understand?

3. Action Step: What is the call to action? What do I want the viewer to do? How can the viewer help solve the problem?

4. Significance of Issue to the Public: Why is this issue important to the public?

5. Any other important information or research about the issue?