Science Public Service Announcement

Media has the power to inform us about issues, inspire us to learn more, and incite us to take action.

You will watch numerous examples of Public Service Announcements to develop an understanding of the genre, and how persuasive messages are crafted. Then you will pick a topic from an approved list and develop your own PSA. Teammates will collaborate, write, storyboard, film, and edit your own PSA using iMovie on your mac book.

But first lets become a little more familiar with what PSA’s are:

[Red Video](https://www.youtube.com/watch?v=gKrtG724Cek)

[We can help us](https://www.youtube.com/watch?v=jpfdMy3FgCs)

[Invisible Children](https://www.youtube.com/watch?v=l2qFl3mvcXo)

[Environmental Defense](https://vimeo.com/21702138)

[Rock the Vote](https://www.youtube.com/watch?v=4AeRFhwSYVQ)

[Girl up](https://www.youtube.com/watch?v=sp4Wa2fcUsQ&list=FLdFsugIFPvPQfVCSy3ggDtQ)

[Invisible children TRI](https://www.youtube.com/watch?v=sAQu5lAKIRY&list=PLHiAVrIj5gDZagAsAZk5jTyzrcdT4XIvr&index=8)

[One Campaign 1](https://www.youtube.com/watch?v=7MOU2ZzwPpU)

[One Campaign 2](https://www.youtube.com/watch?v=vEUIQd9kk0Y)

OK so what did you notice about PSAs in general?

Which PSAs do you think were especially good and why?

How can you create PSAs as powerful and effective as these?

Some characteristics of PSAs worth noting:

Typically, PSAs:

* Are short (usually 1-3 minutes)
* Present one single issue
* Inform the viewer of key, relevant facts
* Have a clear call to action (usually indicated through text on screen)
* Might or might not include people
* Might or might not use music
* Sometimes use voice-overs
* Sometimes use special effects
* Might use transitions/editing to enhance the video
* Aim to leave a lasting impact

Some things worth noting:

Persuasion can be visually created through:

* Powerful images- video, photographs, artwork
* Expressions on perople’s faces
* Use of color vs. black and white
* Clear calls to action

Persuasion can be created through sound via:

* Play on words
* Repetition
* Humor
* Music to create tone

Public Service Announcement topics:

* GMO’s
* Climate Change
* Cloning
* Stem cell research
* Oil spills
* Artificial sweeteners
* Organic foods vs. using pesticides
* Drought issues
* Renewable energy
* Green vehicles
* Vaccines
* Fracking
* Keystone Pipeline
* Recycling
* Biofuels
* Animal testing
* Water conservation
* STDs
* Cell phone radiation
* Ocean pollution
* Ozone depletion
* Mining
* Urban farming
* Overpopulation
* Gene mapping
* Biological warfare
* Alternative medicine
* Nuclear power
* Littering
* World Hunger
* Tanning & Skin cancer

\*If you have a different topic in mind that you want to use you I will consider it. You need to write up a quick proposal and most importantly tell me why it is **scientifically** relevant.

Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your topic?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Questions to answer with your partner:

* **What** is the message I want to get across?
* **Who** do I want to reach?
* **How** will I convey my message?

Action plan: We see: We hear:

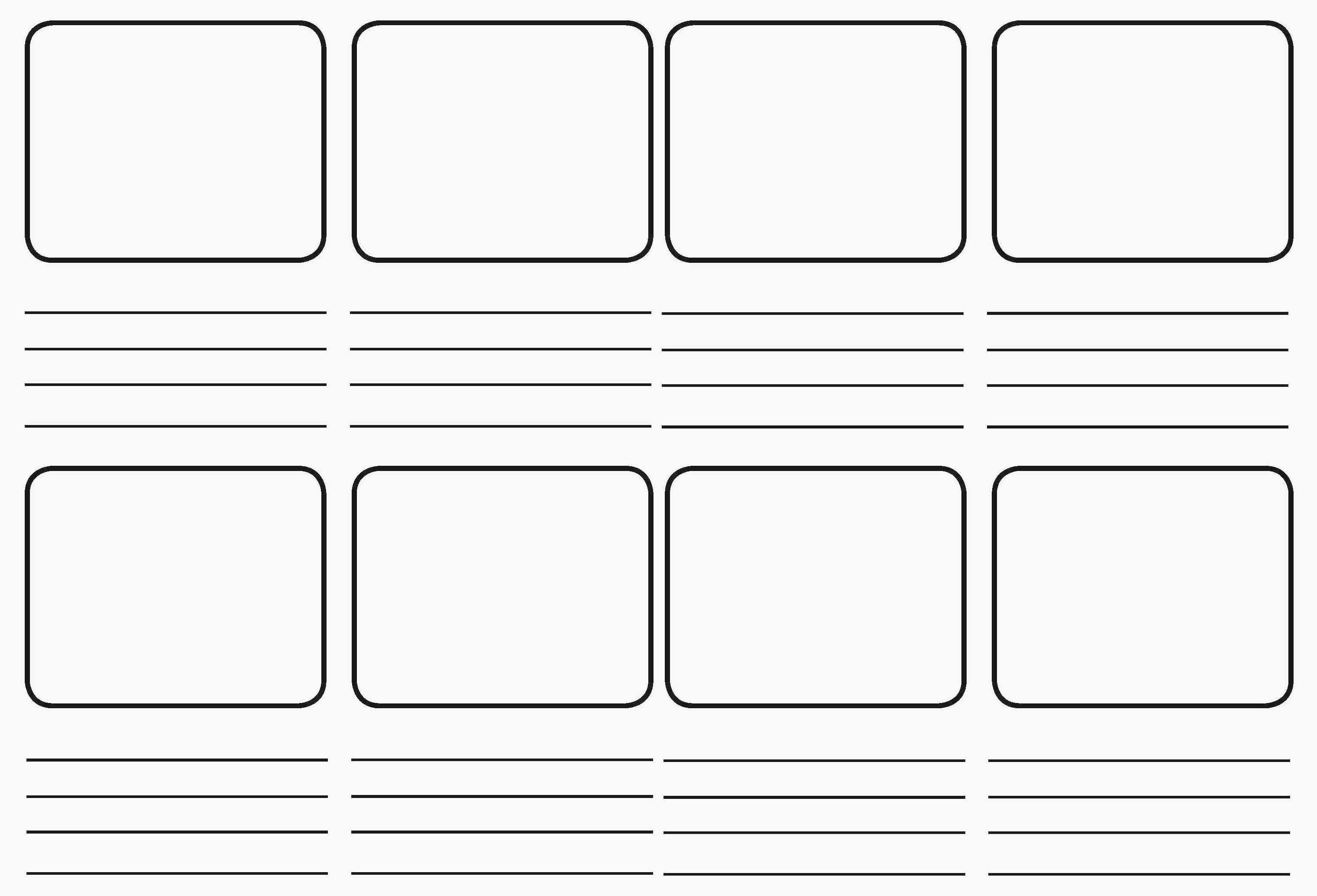
Questions to ponder about your plan:

* Is it realistic to film? How would you film it?
* Are the concepts going to have a lasting impact- will they be memorable?
* What grabs you/inspired you the most?

Your group should fill out a storyboard and develop a storyboard production plan

Filming can be done on your phone and then uploaded to your MacBook using a regular phone charger cord. Use IMovie to edit and put final details into your PSA.

Storyboard



Preproduction questions:

* Where will these shots be taken?
* Does your PSA include people on camera?
* Will they be speaking?
* Will you need props? Where will you get them?
* Do you need to make anything for your PSA- like a picture or a sign? Make it.
* Are you using any still images? Save and label them in a PSA folder.
* Will you have voice-overs? Make sure they are well practiced.
* Will you use music? Make sure you have it.
* You will have a limited amount of time to film, so you must make sure you are well prepared!!!