



Speak PSA Project

“Speak up, speak out.”

Due date: _____

Group member: _____

Job: _____

Group member: _____

Job: _____

Group member: _____

Job: _____

Group member: _____

Job: _____

Project Description: You and your team members will create an original PSA (public service announcement) about one of the novel’s themes. PSAs are used to bring awareness and change in attitudes and behavior concerning certain societal issues. Please refer to the examples shown in class to get a good idea of what a PSA entails.

Step 1: Choose a topic.

Suicide

Depression

Under-aged drinking

Bullying (any form)

Low self-esteem

Step 2: Decide who will do what.

Writer- Writes the script that the participants in the PSA will read on-camera. This group member is responsible for submitting a typed script on the project’s due date.

Researcher- Researches the group’s topic, using current articles from credible sources and supplying the group with facts, statistics that can be used in the PSA. The researcher is responsible for submitting two annotated articles on the project’s due date.

Cinematographer - Records the PSA using a video camera (cell phone, Flip, or camcorder) and can add effects, subtitles, music, or anything that creates a mood for the PSA. Cinematographer is responsible for submitting a viewable video on either DVD, flash drive, or through e-mail on the project’s due date.

Presenter – Introduces the group’s PSA to the class. The presenter is responsible for submitting a typed summary of the PSA including the message, why this message was chosen by the group, and what the group hopes the audience will gain from the message. The presenter will read the summary to the class prior to showing the video.

All group members: Create a positive message that engages the audience and makes them think. Be creative, innovative, fair, hard working, and most of all a TEAM PLAYER.

Step 3: Make sure your PSA video includes all of the key components.

- A title
- A theme/message
- 1-1 ½ minutes in length (the video)
- 5 facts or statistics
- Call to action-what do you want your audience to do? (Call a phone number, go to a web site, donate to a charity, talk to a counselor, ...)

Grading Policy

All group members will receive **one** test grade for the project. The group grade will be the same for all group members, and the individual grade will be based on your specific job. Ms. Hall will average out the group grade/individual grade to give each person his/her one test grade.

Please do not let your group members down, they are counting on you and your effort.

If you are having a problem with a certain group member “not pulling his/her weight,” please see Ms. Hall as soon as possible. Do not wait until the due date when a part of your project is missing to complain about a lazy group member.

As with all other test grades, you will be penalized 10% per day it is late. Please remember the quarter ends on March 14th, though, so Ms. Hall cannot accept PSA projects after that date.

Contact me with any questions or concerns at any time. Please email the final product to:
olivia_hall@charleston.k12.sc.us

Good luck, have fun, and Speak Out.