

## PUBLIC SERVICE ANNOUNCEMENT (P.S.A.)

A public service announcement is like an advertisement that informs us about something important. The only thing being "sold" is information. You've probably seen PSAs on drunk driving, smoking, AIDS, cancer, child abuse, etc.

Directions:

1. Your approach must be serious and legitimate & educational--no comedy or satire please.
2. Your topic is \_\_\_\_\_.

Gather information on your topic to use in your PSA. You don't need much, but you should have a few facts or statistics. Places to get information--web sites (like "madd.org"), pamphlets in the nurse's office, your notes from health class, the library, etc. You may use the VTC Editing Lab computers.

Prepare a STORYBOARD for your PSA---to the best of your ability. You must turn in your storyboard AND your copy, written in "proper copy format" (wide left margin, all capital letters, and double-spaced), before you may take a camera to record.

2. Produce a 30 second Public Service Announcement using the information you have found. THE PURPOSE OF A P.S.A. IS TO MAKE THE PUBLIC AWARE OF A PROBLEM, SAFETY ISSUE OR UPCOMING EVENT. Be sure to time it out--you will have only a three second grace period.
3. Think of a LOCATION on campus to film your P.S.A, tell Mr. Goble where you are going and BEGIN FILMING! Remember:
  - Be Respectful to other classes going on
  - Be Respectful to any and ALL teachers school staff and other students
  - Film where you are supposed to be.
  - If you are found to be in an area that is not approved to film, you will receive a ZERO – 0 on this assignment and you will lose future privileges to film around school. Please do not test on me on this issue!
4. Before filming, review the PSA's that students have created in the past. Don't almost give PSA's - <http://www.dontalmostgive.org>  
SchoolTube.com – search PSA & Ladue

Topics you can choose from:

**Public Service Announcement Project Evaluation Scoring Guide**

	<b>8-10 points</b>	<b>12-16 points</b>	<b>18-20 points</b>	<b>Total</b>
<b>Storyboard/ Script Research Content Text</b>	The story does not illustrate the topic and it does not get the message across.	The story dramatizes the topic reasonably well and does a good job of getting the message across.	The story dramatizes the topic very well and does an excellent job of getting the message across.	
<b>Video Design</b>	Video is poor quality. Shots are distracting and do not illustrate topic.	Good video. Shots illustrate the topic and support the story.	Excellent video. The shots presented do great illustrating the story and topic.	
<b>Audio Voice-overs Sound Effects Music</b>	Audience cannot understand voice-overs and sounds are distracting.	Audience can understand voice-overs and sounds are not distracting.	Voice-overs are spoken with feeling and sound effects help convey the message of the story.	
<b>Video Editing Timing Transitions</b>	Timing of audio and video is poor. Poor use of effects, or other transitions.	Timing of audio and video is good. Good use of effects or other transitions.	Timing of audio and video is excellent. Excellent use of effects or other transitions.	
<b>Met Deadline</b>				

Comments:

## Student Examples

World Without You

<http://got.im/FSYp>

Suicide PSA

<http://got.im/E8C>

Bullying Kills

<http://got.im/KNr>

Don't Almost

<http://got.im/bcN>

Save A Life PSA

<http://got.im/2ym>