

Creating an original PSA on a Global Issue

Name _____

Group Members _____

Assignment:

You and a small group of students will be creating your own video PSA as part of a major, final project in the Globalization course.

Directions:

- 1) Choose your topic. Pick a subject that is has both global importance and is also important to you.
 - a. Make sure to keep your focus narrow and to the point.
 - b. More than one idea can confuse your audience and take away from the power of your message.
- 2) Research your topic using the databases on the LMC website.
 - a. Use at least three sources.
 - b. Create a list of key facts and statistics about your topic
 - c. Beneath your list of key points include a works cited page in MLA format
- 3) Create a script for your PSA.
 - a. NOTE: The script doesn't need to be very long. Your completed PSA should be about the length of a typical television ad.
 - b. A 30-second PSA will require between 5 to 7 concise assertions.
 - c. Highlight the major and minor points that you want to make.
 - d. Be sure the information presented in the PSA is based on up-to-date, accurate research, findings and/or data. Your PSA should not be based on opinion, but on fact!
- 4) Make sure your script is persuasive!
 - a. The goal of a PSA is to rally your audience to action, so consider who is watching your PSA (parents, teens, teachers or some other group) and what action you want them to pursue.
 - b. The action suggested by the PSA can be almost anything (from using less water to writing a letter to their congressperson.)
 - c. It can be spelled out or implied in your PSA, just make sure that message is clear.
- 5) Storyboard your script. Plan your PSA to run between 30 and 90 seconds.
- 6) Film your footage and edit your PSA.
 - a. You may decide to use any editing program you are most comfortable with. However the LMC only has Windows Photo Story and Windows Moviemaker in the computer labs.
 - i. Windows Photo Story is the easier of the two programs to use. This program allows the filmmakers to put narration over images.
 - ii. Windows Movie Maker allows for an actual film.
 - iii. The apple product, i-movie, is relatively user friendly, but you will need to have the program downloaded on your own device in order to use it for this project.
- 7) Once your PSA is complete, find an audience and get their reaction to your film.
- 8) Write a reflection on how well your PSA accomplished its goal(s)
 - a. Did the audience get the message you intended?
 - b. Is your audience inspired to act?

Additional Notes to Consider:

- Make sure you grab your audience's attention. You might use visual effects, an emotional response, humor, or surprise to catch your target audience.

- Be careful, however, of using scare tactics. Attention getters are needed, but they must be carefully selected. For example, when filming a PSA about controlling anger, a glass-framed picture of a family can be shattered on camera. This may be dramatic, but not melodramatic. Staging a scene between two angry people to convey the same idea, however, is more difficult to do effectively.