CYBER BULLYING PUBLIC SERVICE ANNOUNCEMENT PROJECT

A public service announcement (PSA) is like an advertisement, but the only thing that is being "sold" is information. An effective PSA targets a public problem and tries to persuade the public that they can help solve this problem.

YOUR ASSIGNMENT:

Cyber bullying is the electronic posting of mean-spirited messages about a person often done anonymously. Your team will be creating a PSA video about Cyber bullying that is targeted at students your age. Working with your team, you will do some research, and then make a video PSA that *informs* viewers about this topic and *persuades* them to help stop it.

REQUIREMENTS:

- PSA thoughtfully targets the issue
- Script was submitted on time
- Includes facts/statistics with citations
- Work cooperatively with your group
- Around 3 minutes in length

DUE DATES:

- Brainstorm possible ideas with your team members
- Do research: Feb. 24-25
- Write script: Feb. 26-27
- Using Flip cameras, you will tape your PSA: March 2-3
- Edit your PSA using MovieMaker: March 4-5
- **PSA DUE: MARCH 6**

WEB SITES:

http://nobullying.com/facts-about-cyber-bullying/

http://www.bullyingstatistics.org/content/cyber-bullying-statistics.html

 http://www.stopbullying.gov/cyberbullying/

https://www.dosomething.org/facts/11-facts-about-cyber-bullying

http://www.cybersmart.gov.au/Kids/Get%20the%20facts/Cyberbullying.aspx

http://www.ncpc.org/topics/cyberbullying