

Prove it! PSA Planner

The *Prove it! PSA Planner* consists of 5 rounds. Take each round a step at a time as you build the ideas for creating your Public Service Announcement. Towards the bottom of the first page, you will find links to other websites that will help give you ideas to create your perfect PSA. Keep in mind, traditional Public Service Announcements are usually 30 seconds to 1 minute long. Your PSA **will be longer than 60 seconds** since you're having to provide so much more evidence, analysis, and extra information. Your greatest obstacle will be creating a PSA that is **PERSUASIVE, POWERFUL, and EFFECTIVE**. Good luck!

You will be graded on a scale of 1 to 4 proving that you understand and have shown mastery of the following skills for English (will go in for 2nd quarter skills grades):

RL.8.1 (Reading Literature): Citing best evidence, analyzing, inferring

RL.8.2 (Reading Literature): Determining theme, analyzing its development (and relationship)

RL.8.6 (Reading Literature): Analyzing different points of view

W.8.3 (Writing): Writing a developed narrative (with relevant details, descriptive events, etc.)

SL.8.2 (Speaking and Listening): Analyzing the purpose of info. in different media formats

Rubric:

- 1 = Emerging/Attempted (not understanding very much)
 - 2 = Developing (not quite yet, almost there)
 - 3 = Proficient (showed understanding of the skill, no more, no less)
 - 4 = Advanced (showed more than was required and was able to show understanding beyond just the assignment; showed advanced reasoning and ability to make connections)
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For more ideas on how to make your Public Service Announcement incredibly effective, powerful, and persuasive, click the links below:

- 1) Watch this YouTube clip created by "Girl Scouts Texas Oklahoma Plains"
https://drive.google.com/file/d/oB8hmncs7_qjwbW4oNllxekFmTzc/view?usp=sharing
 - 2) From Syracuse City Schools, a PSA checklist:
<http://www.syracusecityschools.com/tfiles/folder712/unit06-psacharacteristics.pdf>
 - 3) From Center for Digital Education, an article on creating a PSA
<http://www.centerdigitaled.com/artsandhumanities/How-to-Create-the-Perfect-Public-Service-Announcement.html>
 - 4) From the CEO of Goodwill Communications, Inc., a company that is hired to create PSA's for businesses and/or organizations
http://www.psaresearch.com/images/public_service_ad.pdf
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Round 1: Point of View

RL.8.6 (Analyze different points of view)

Who is your main character?	
Describe them. What are they like?	
Whose point of view is the story told from?	

****Note**

Keep in mind that if the “story” is not from the main character’s point of view but from the point of view of a narrator or another character, you’ll need to dig deep to put yourself in your main character’s frame-of-mind and point-of-view for the PSA.

Round 2: Character’s main “Life Events” (Evidence)

RL.8.1 (Cite strongest evidence, provide an analysis, make inferences)

What were the main character’s most important “life events” throughout the text? Think of key moments in the storyline.	
How does your character react to these life events and how does your character LEARN from them?	

****Note**

The way WE as an audience view certain events may be different from the way your main character actually sees them. For example, if a pivotal moment within your character’s “story” was when they broke their ankle and had to quit playing a sport that meant the world to them, they would have been devastated. But for me, as a reader, I might have looked at it differently. Make sure you look at each key event through your character’s eyes.

Round 3: Thematic Ideas, Statements, and Slogans

RL.8.2 (Determine theme, analyze its development over the text, including its relationship with characters and events)

Brainstorm key thematic ideas that you see in the book so far that apply to your main character.	(Thematic Ideas)
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<p>Choose the best idea that you feel would apply to your main character. Turn it into a thematic statement, or a universal “life lesson” statement that your character feels is important to share with the world (that can ACTUALLY apply to people in real life, today!).</p>	<p>(Thematic Statement)</p>
<p>What will be your evidence for the statement? What moments of your character’s life (or from the character’s storyline) can really prove that your character feels this statement is important?</p>	<p>(Evidence from the text)</p>
<p>Create a slogan that connects to the theme statement. It’s basically a really catchy version of the theme statement. Example: “Only YOU can prevent forest fires” (It’s not that catchy or entertaining, but we’ve all heard it before!)</p>	<p>(Slogan/Catchy Phrase for PSA)</p>

Round 4: Narrative

W.8.3 (Write narratives to develop real or imagined experiences or events using effective technique, relevant descriptive details, and well-structured event sequences)

<p>Your PSA is coming in the form of a narrative in some ways. Through dialogue (by voice over, using text, or acting), your character should:</p> <ol style="list-style-type: none"> 1) Introduce themselves (somehow, maybe not right away, but at some point they’ll need to reveal who they are to the audience) 2) Tell us their life lesson (thematic/theme statement) 3) Tell us what has led them to feeling they need to share this “life lesson” with their audience (evidence and analysis) <p>So, what are they going to say? Script out their “story” to the right.</p>	
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Round 5: Powerful Impact

SL.8.2 (Analyze the purpose of information presented in diverse media and formats and evaluate the motives)

<p>Most importantly, your PSA should have an IMPACT on the audience. Your character should make us think, make us want to change our lives in some way, or make us actually learn a valuable lesson. What's your character's motive in sharing this PSA with us? What do they want us to learn, to change, or to do?</p> <p>So, how can you make your PSA more POWERFUL? What can you add to the PSA that will make it stand out, make the audience pay attention, and be effective?</p> <p>Ideas are listed below. Brainstorm and plan to the right.</p>	
Images (pictures, video clips)	
Sounds (noises, music, individual sounds)	
Style (repetitive words or phrases, repetitive pictures, variety of evidences that could affect a variety of people)	
Research and add current, real life data or statistics that apply to this life lesson (even though it's a lesson from a character in a book)	