

# Positive Citizenship

Ideas, Lessons, Activities

# Part 1: PSAs

Public Service Announcements

# Objectives

## End Results

Students can explain the effect that the tone of a PSA might have on its credibility and viewer's mood.

Students write their own PSA, utilizing concepts of tone, credibility, and experience, about a citizenship topic of their choice.

Students write a persuasive essay to convince an audience of their peers to heed the message of their PSA.

Students will share their PSAs and essays to our class website/blog.

# Definition of PSA

## *Public Service Announcements*

A Public Service Announcement, or PSA, is a statement, audio message, or video that discusses a topic of public concern in hopes of persuading others to understand the concern and act accordingly.

As stated by Scholastic Online,  
“A PSA is designed to reach a specific group with a message that will change the group's behavior.”

# **Read About PSAs**

## *Public Service Announcements*

**Below is a link to an article about the history of the PSA.**

**Read paragraphs 1, 4, 5, 7, and 8.**

As you read, answer the following questions:

1. Why were PSAs created?
2. What is the goal of a PSA?
3. What results were observed after PSAs were broadcast on TV?

<http://www.museum.tv/eotv/publicservic.htm>

# Example PSAs

## *Public Service Announcements*



*Anti-bullying:* <https://www.youtube.com/watch?v=PI-VKatg1Zk>

**What was the tone of the PSA you watched?**

<b>Humorous</b>	<b>Serious</b>

How does the tone of the PSA affect credibility?

How does the tone affect your mood?

# Example PSAs

## *Public Service Announcements*



*Fire prevention:*

<https://www.youtube.com/watch?v=vJHh3DXM6xo>

**What was the tone of the PSA you watched?**

Humorous	Serious

How does the tone of the PSA affect credibility?

How does the tone affect your mood?

# Example PSAs

## *Public Service Announcements*



*Anti-drug:*

<https://www.youtube.com/watch?v=qsdw7M7VJXg>

**What was the tone of the PSA you watched?**

**Humorous**

**Serious**

How does the tone of the PSA affect credibility?

How does the tone affect your mood?



# Example PSAs

## *Public Service Announcements*



*Anti-drug:*

[https://www.youtube.com/watch?v=ub\\_a2t0ZfTs](https://www.youtube.com/watch?v=ub_a2t0ZfTs)

**What was the tone of the PSA you watched?**

**Humorous**

**Serious**

How does the tone of the PSA affect credibility?

How does the tone affect your mood?

# Example PSAs

## *Public Service Announcements*



Shock  
Value?

*Anti-drug:*

<https://www.youtube.com/watch?v=giGkt5oAhT0>

**What was the tone of the PSA you watched?**

**Humorous**

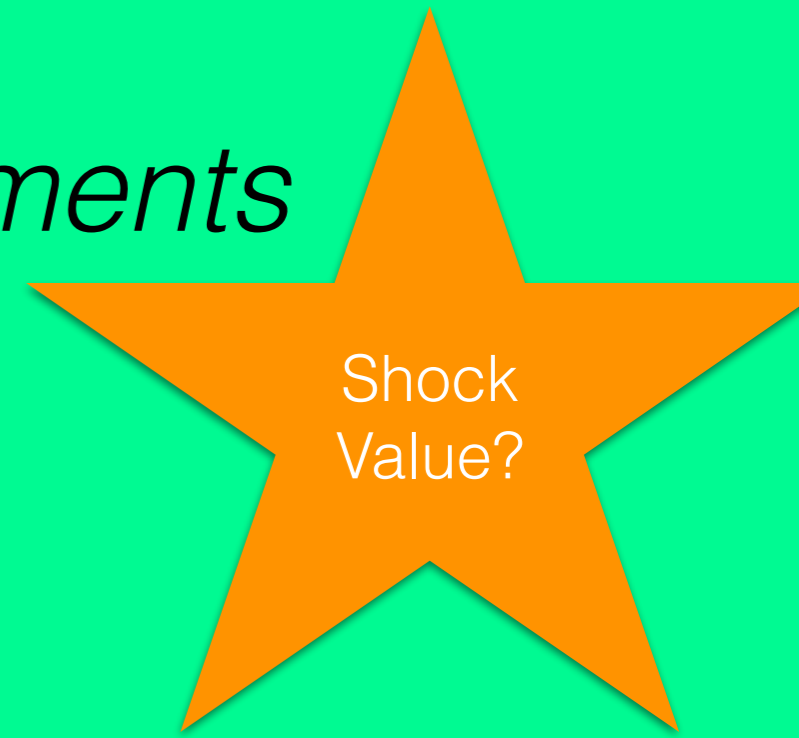
**Serious**

How does the tone of the PSA affect credibility?

How does the tone affect your mood?

# Example PSAs

## *Public Service Announcements*



*Texting:* <https://www.youtube.com/watch?v=ttXQcvSL5c8>

**What was the tone of the PSA you watched?**

Humorous	Serious

How does the tone of the PSA affect credibility?

How does the tone affect your mood?

# Qualities of PSAs

## Public Service Announcements

**Based on what you have seen, what are the qualities of an excellent Public Service Announcement?**

Qualities

# Qualities of PSAs

## Public Service Announcements

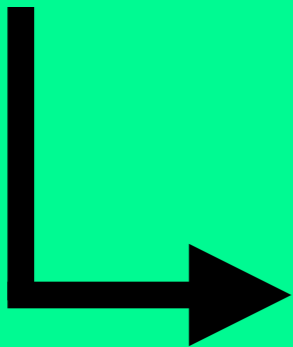
### ***Some qualities of PSAs...***

- usually serious
- the message is clear
- the information is important
- the information is accurate
- the information is credible (believable)
- give statistics (when appropriate, e.g. number of people that die because they were not wearing seatbelts)
- direct you to websites or organizations that can help with a specific issue

# Analyze the Structure: Storyboards







According to Scholastic Online,  
“A storyboard is a visual way to plot out a TV script and story. Movie directors and animators use storyboards to plot out their thinking and ideas.”

## Storyboard Outline



PSA Storyboard Graphic Organizer

Name \_\_\_\_\_

		
Audio _____	Audio _____	Audio _____
SFX _____	SFX _____	SFX _____
Superscript _____	Superscript _____	Superscript _____
		
Audio _____	Audio _____	Audio _____
SFX _____	SFX _____	SFX _____
Superscript _____	Superscript _____	Superscript _____

*The PSAs you watched were first created with storyboards.*

# PSA Storyboard Graphic Organizer

Name \_\_\_\_\_



Audio \_\_\_\_\_

Audio \_\_\_\_\_

Audio \_\_\_\_\_

SFX \_\_\_\_\_

SFX \_\_\_\_\_

SFX \_\_\_\_\_

Superscript \_\_\_\_\_

Superscript \_\_\_\_\_

Superscript \_\_\_\_\_



Audio \_\_\_\_\_

Audio \_\_\_\_\_

Audio \_\_\_\_\_

SFX \_\_\_\_\_

SFX \_\_\_\_\_

SFX \_\_\_\_\_

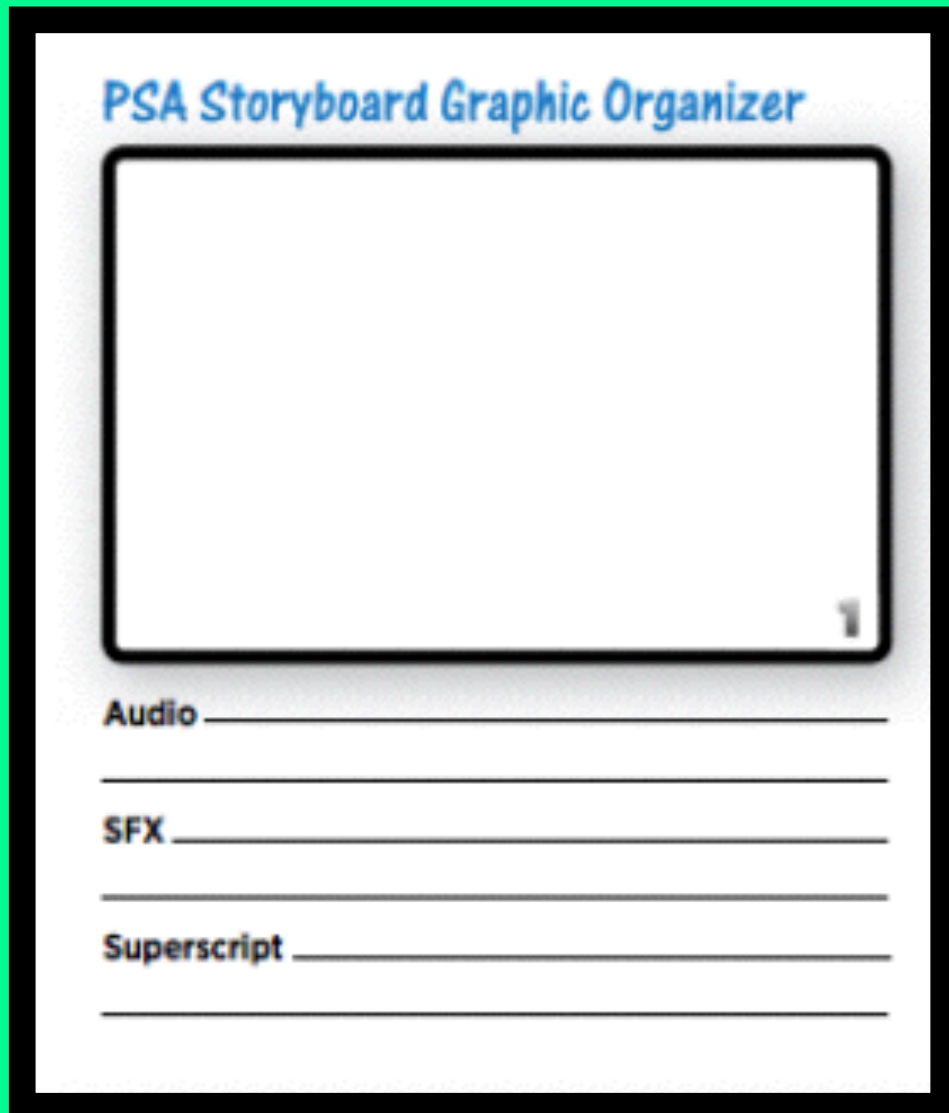
Superscript \_\_\_\_\_

Superscript \_\_\_\_\_

Superscript \_\_\_\_\_

# Storyboard Key for PSA

Here is how the PSA creators used storyboards to create their PSA videos:



Storyboard Section	What You Write
<b>Blank Boxes:</b>	Images of what you want to show on the screen
<b>Audio lines:</b>	Audio (music, sound effects, dialogue)
<b>SFX (Special Effects):</b>	Any effects (distortion, blur, color)
<b>Superscript:</b>	Write any text (titles, credits, message)



# Analyze the Structure

Watch this Anti-Drug PSA again.

Work with your **teacher** to create a storyboard of the scenes.



*Anti-drug:*

<https://www.youtube.com/watch?v=qsdw7M7VJXg>

# Analyze the Structure

Now watch this PSA.

Work with your **group** to create a storyboard of the scenes.



*Anti-drug:* <https://www.youtube.com/watch?v=28BQWPMjw-w>

# Student-Made PSA Example



<https://www.youtube.com/watch?v=ahHaZBzgFfE>

What was the **theme**, or message?

What was the **tone**? Was it **believable**? Why?

# Create Your Own PSA

**Create your own PSA about a topic below.**

anti-bullying	kindness and empathy	positive reputations	showing respect
friendship	digital citizenship	being an active bystander	topic of your choice ( <i>get approved by teacher</i> )

*Step 1:* Plan using the PSA Outline (slide **A** on next page). This will help guide your creation.

*Step 2:* Create a storyboard. Use the Storyboard rubric (slide **B**) to make sure your storyboard meets the requirements.

*Step 3:* Have one classmate and one teacher edit your storyboard.

*Step 4:* Revise.

*Step 5:* Create your video. Use the PSA rubric (slide **C**) to make sure your PSA meets the requirements.

# A

## Create Your Own PSA Plan Ideas First

Before you begin your own storyboard and PSA, plan what you want your topic and message to be. You will go into more detail when you make your storyboard.

<b>Scenario:</b> Characters act out the problem. Write script for actions and dialogue (on separate page)	
<b>Goal:</b> These words flash across the screen.	
<b>Reasons:</b> Voiceover explains the problem while image shows problem.	
<b>Facts:</b> Voiceover discusses the facts while image shows facts.	
<b>For More Information:</b> Show organization website address (make one up or use existing).	

## Storyboard Rubric

Component	Does Not Meet Expectations	Approaching Expectations	Meets Expectations	Exceeds Expectations
Message, Audience, and Purpose	The message is unclear. The message leaves no impression on the viewer and is inappropriate for the intended audience. The purpose of the PSA is not clear.	The message is clear. The message leaves little impression on the viewer and some aspects are inappropriate for the intended audience. The purpose of the PSA is clear after initial clarification.	The message is clear. The message leaves an impression on the viewer. The message clearly addresses the intended audience. The purpose of the PSA is clear.	Message is clear and creative. The message leaves a lasting impression on the viewer. The message is clearly targeted to impact the intended audience. The PSA has a clear and universal purpose.
Support and Details	No research, statistics, information, or other details are included in the PSA.	Minimal research, statistics, information, or other details are included. There is no unifying connection between the support and the message.	The PSA is complete with research, statistics, details, and information. The support and details are clearly connected to the message.	The PSA is complete with research, statistics, details, information, and other support for the message. The support and details are comprehensive and connected to the message. Everything in the PSA is there for a reason.
Creativity and Execution	Images, special effects, and superscript communicate basic or already used ideas.	Images, effects, and superscript communicate a general creativity. The PSA incorporates few original ideas.	Images, effects, and superscript communicate some creativity. The PSA incorporates many original ideas.	Images, special effects, and superscript communicate creative ideas and execution. The PSA incorporates innovative and original ideas.



## Public Service Announcement Rubric

CATEGORY	4	3	2	1
Content	Students create an original, accurate and interesting PSA that adequately addresses the issue.	Students create an accurate PSA that adequately addresses the issue.	Students create an accurate PSA but it does not adequately address the issue.	The PSA is not accurate.
Fair Use	The PSA follows fair use for all music and sound effects that are included. All text is the original work of the group members or is used with permission.	The PSA follows fair use for most music and sound effects that are included. All text is the original work or is used with permission. There are some minor issues with copyright and fair use.	Most PSA is the original work of the group members, but some material is used without permission or in violation of copyright.	The PSA does not follow fair use practices. Text, sound effects and/or music is used without permission and/or in violation of copyright.
Collaboration with Peers	Almost always listens to, shares with, and supports the efforts of others in the group. Tries to keep people working well together.	Usually listens to, shares with, and supports the efforts of others in the group. Does not cause problems in the group.	Often listens to, shares with, and supports the efforts of others in the group but sometimes is not a good team member.	Rarely listens to, shares with, and supports the efforts of others in the group. Often is not a good team member.
Technical Production	Tone and voice convey emotions and enthusiasm. The recording is clear and loud enough to be heard. Background sounds and effects blend with the PSA's message.	Tone and voice frequently convey emotions and enthusiasm. The recording is clear and loud enough to be heard. Background sounds and effects usually blend with the PSA's message.	Tone and voice frequently convey emotions or enthusiasm. Most of the recording is clear and loud enough to be heard. Background sounds and effects sometimes distract from the PSA's message.	Tone and voice rarely convey emotions or enthusiasm. Recording is unclear and/or not loud enough to be heard. Background sounds and effects absent or distract from the PSA's message.

Post your finished PSA to the class Citizenship Website/Padlet.



We will begin this together.

## Persuasive Essay: PSA Topic

**Write an persuasive essay about your PSA topic (kindness, empathy, friendship, anti-bullying, etc.).**

*Author's Purpose:* Convince others of the message your PSA conveys. Why should your audience heed your message?

In the appendix of your essay, you will include your own PSA as a resource.

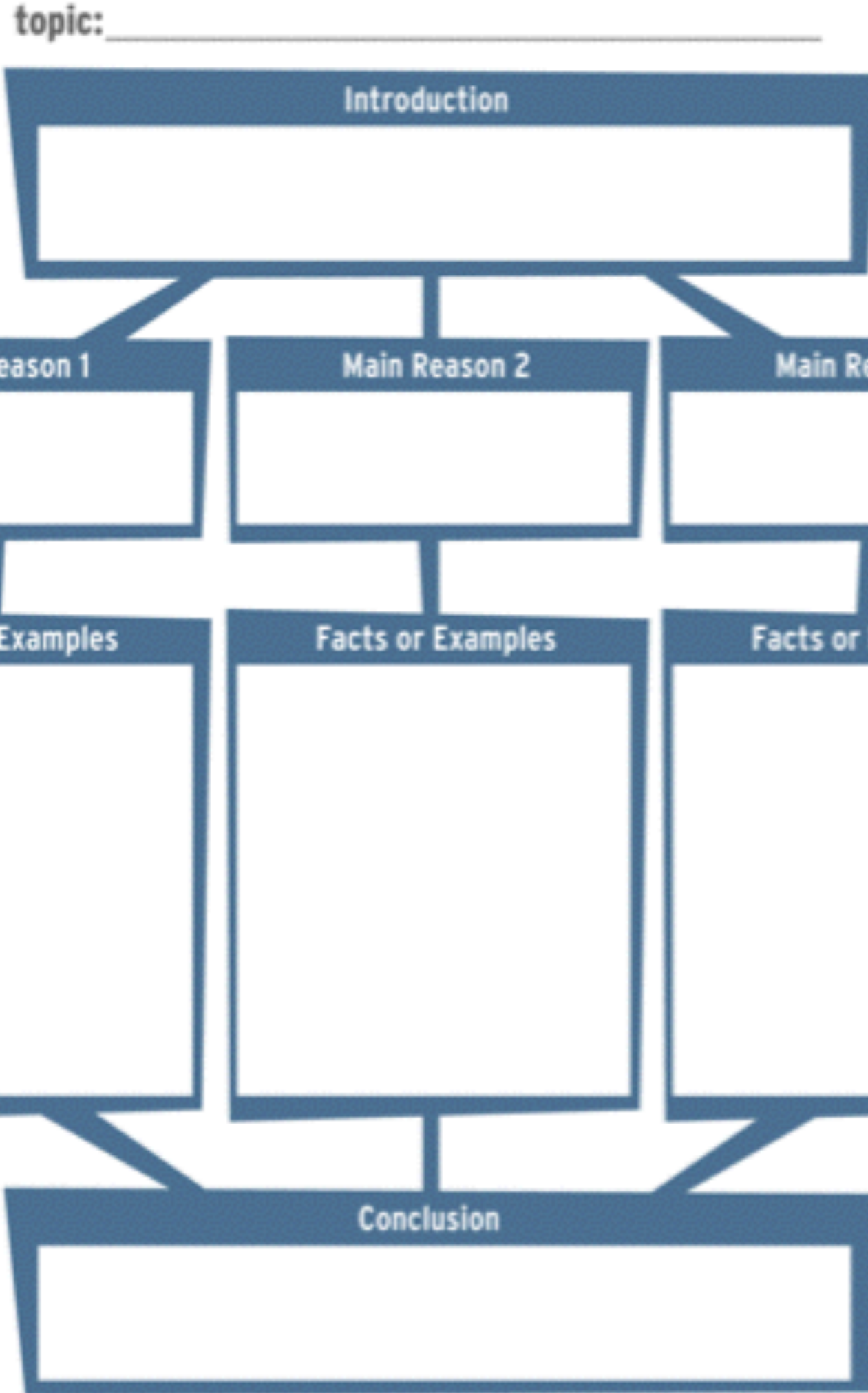
*Audience:* Your peers and students one grade lower than you.

**Begin by using the Graphic Organizer on slide D or the interactive on the link below:**

[http://www.readwritethink.org/files/resources/interactives/persuasion\\_map/](http://www.readwritethink.org/files/resources/interactives/persuasion_map/)

D

# PERSUASION MAP




[http://](http://www.readwritethink.org/files/resources/interactives/persuasion_map/)

[www.readwritethink.org/](http://www.readwritethink.org/files/resources/interactives/persuasion_map/)

[files/resources/interactives/](http://www.readwritethink.org/files/resources/interactives/persuasion_map/)

[persuasion\\_map/](http://www.readwritethink.org/files/resources/interactives/persuasion_map/)

# Done? Checklist

	<b>End of Unit Checklist</b>
	I can explain what a PSA is and what its goals are.
	I can explain the effect that the tone of a PSA might have on its credibility and my mood.
	I wrote my own PSA about a citizenship topic, using an appropriate tone that helps my credibility.
	I wrote a persuasive essay to convince an audience of my peers to heed the message of my PSA.
	I shared my storyboard, PSA, and essay to our class website/blog.