

# *Public Service Announcements*

“Success is in the Details!” “If it works, it’s yours. If it doesn’t work, it’s yours!”

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## **YOUR ASSESSMENT TASK:**

You are a member of the “creative team” at an advertising agency. Your team is made up of healthcare professionals and advertising professionals and has been hired by a local non-profit organization to develop a public service announcement. You’re asked to select an issue that is relevant to teenagers. You need to convince teenagers that they should:

DO SOMETHING GOOD (vote, recycle, live a healthy lifestyle, etc)  
or that they should NOT DO SOMETHING BAD (drugs/alcohol, crime, smoking, etc).

**You can choose an issue from the following topics: Drugs, Underage Drinking, Smoking, Traffic Safety, Environmental Issues, Social Issues, or Health & Fitness. (Integrated HEALTH class focuses on HEALTH related topics)**

You need to develop a 27 second television PSA with a clear, effective message that also displays your skills in all aspects of the production process.

All music, photos, and ideas must be original (or copyright-free).

Make it GOOD! We will air these commercials on the Mules News, ‘Olelo channels, and we will submit them to a statewide contest.

### **Don’t forget to follow the proper techniques:**

when you’re filming outside be careful with the position of the sun/lighting, headroom, leadroom, shot compositions, steady shots (use a tripod), audio (microphones), etc.

**ASK if you have questions! You can come and work in room 107 anytime we are here!**

Daily: Lunch and right afterschool

Tuesday, Wednesday, Thursday: ‘Olelo is usually here until 8pm

Saturday: ‘Olelo usually here 10am-4pm

## *Deadlines:*

**Due on Friday, December 9<sup>th</sup>:**

- Complete Treatment and Storyboard,
- Group Oral Presentation, Individual Written Reflection
- Practice Assignment should be completed

**All footage due on December 13**