

PSA – Persuading Your Peers

Purpose: To bring attention to an issue that is important to teens and persuade them to act on that issue in some reasonable way; to practice using rhetorical devices provocatively and effectively; to practice using symbolism and visual elements to create a polished product; to wrap up our public speaking

Subject: A teen issue that you choose; this could be the same issue you focused on in your speech or it could be a new issue you select

Audience: The students at BMS

Form: A 30 second PSA that creatively and effectively uses many of the elements we have discussed and analyzed in class

Schedule:

- Tuesday, May 5: View a variety of PSAs and discover their traits
- Wednesday, May 6: Analyze several PSAs in class and discuss
- Thursday, May 7: Plan your PSA-- what is your message, tone, elements and vision?
- Friday, May 8: Pitch plan to a peer panel; revise; production list
- Monday, May 11: Production-- film and images (IF YOU HAVE A CAMERA, BRING IT!)
- Tuesday, May 12: Production-- film and images (IF YOU HAVE A CAMERA, BRING IT!)
- Wednesday, May 13: Production-- sounds visual effects
- Thursday, May 14: Production-- words and editing
- Friday, May 15: Final Production-- final edit and exporting to Mrs. H
- Monday, May 18: Showcase your PSAs! A Red Carpet Event!

The Rubric:

We will come up with one in class together! I will give you a copy after we do so.

Name _____ Date _____ Hour _____

PSA Planning Guide

The Message...

What is your main message? What do you want people to do or not do, in one or two sentences.

The Tone...

What tone would fit best with this message? Be sure you can explain why.

The PSA Elements...

Colors

Emotions

Visual effects

Characters

Movements

Words

Sounds

My ideas & my vision...

Here, remembering you have 30 seconds to make your point and inspire your audience to act, plan out your PSA. Sentences, bullet points, or a drawing of what you envision would be great. You will be pitching your idea to a group of peers for review and revision.

Peer review...

Record the ideas your peers have for revision or improvement as you talk them through your vision. Then check for areas you could improve or modify.

Production List...

Here, AFTER PEER REVIEW and REVISION, please plan the list of images you will need to capture, decide on your script or the words you will use, figure out which music you will need to secure, and plan out the actions you will need to film. This will serve as your own production schedule, so be thorough! The more complete your list and the clearer your vision, the easier production will be for you.