

The BCCS Project

(Bullying Can't Continue Spreading)

Public Service Announcement Packet



Group Names:

Final Project Due Date: _____

Planning Checklist

Directions: Check off each step as your group completes it.

Note: Each group will receive individual instruction when ready on calculating survey statistics.

We watched several sample public service announcements in class noticing the common characteristics. We listened to and participated in our class's discussion about what PSAs do, the characteristics they have, and how they get a message across to an audience.	
We watched sample PSAs with the eyes of writers. We noticed and discussed the persuasive techniques that were used to convey the PSA's message and get people to act.	
We studied the sample concept plan and sample storyboard shown in class and understand how to form a concept plan and storyboard.	
We brainstormed PSA ideas and messages and settled on one idea and one message to convey to viewers.	
After receiving group instruction from the teacher about calculating survey statistics, we analyzed the bullying survey's data and calculated at least one statistic that will help enhance our PSA's message.	
We developed a concept plan for our idea that records what will be seen and heard in our PSA.	
We turned our idea's concept plan into a storyboard with all spoken parts (if used) scripted.	
Our concept plan and storyboard were approved, and we are ready to move on to the Project Checklist.	

Project Checklist

Directions: As a group, reflect on each requirement, and check it off as completed when you've reached a consensus that it has been accomplished to the best of your abilities.

Our PSA idea has a single message.	
We have identified our audience and created a PSA that they will find relevant.	
Our message suggests a change that we want students to make.	
We have obtained survey data from other students.	
We used our survey data to provide a statistic that supports our message.	
We have mapped out our PSA with a concept plan and storyboard.	
We have scripted all spoken parts (if used) on the storyboard.	
We have been creative so that our PSA will be fresh rather than predictable.	
We have a slogan (message) that is meaningful and memorable.	
We have scheduled a time for filming with our teacher.	
We have completed filming all necessary pieces.	
We have imported our video footage into a movie editing software program.	
We edited our project to include only good shots and a smooth flow between scenes.	
Speaking parts are clear and easy to hear.	
Our PSA ranges from 30 to 60 seconds in length.	
None of our choices distract from the message of our PSA.	

PSA Final Project Rubric

PSA Content	4 points	3 points	2 points	1 point
Purpose	Our PSA has a message that makes an important and meaningful statement about the topic. All parts of our PSA relate to the message in meaningful ways.	Our PSA has a message. All parts make an important statement about the PSA topic.	Our PSA has a topic. Most parts of our product make an important statement about this topic, but some parts may be off topic.	Our PSA seems to have a topic, but many parts are off topic.
Evidence	We combine our knowledge from this unit with survey data to present a highly relevant and meaningful message about the topic.	We combine our knowledge from this unit with survey data to make a valid point about the topic.	We try to use knowledge from this unit and survey data to draw conclusions, but some of our ideas are not logical or based on the evidence.	We rarely draw conclusions and when we do, they are not logical or relevant.
Argument	We provide thoughtful, convincing arguments for the action we want the audience to take.'	We provide reasonable arguments for the action we want the audience to take.	We try to provide reasonable arguments for the action we want the audience to take, but some of the arguments are not convincing.	We provide few or no reasonable arguments for the action we want the audience to take.

<p>Creative Expression</p>	<p>Our PSA includes fresh ideas and imaginative perspectives that enhance the impact of our message so that it is impossible to ignore or forget.</p>	<p>Our PSA displays some imagination that helps make the message meaningful and memorable.</p>	<p>We try to communicate in imaginative ways, but some of our methods distract from instead of support the message.</p>	<p>Our PSA is predictable.</p>
<p>Slogan</p>	<p>Our slogan is memorable and clearly presented. The words perfectly sum up our message.</p>	<p>Our slogan is catchy and effective. We try to sum up our message in one short statement.</p>	<p>Our slogan is clear, but it may be too long, too vague, or hard to remember.</p>	<p>Our slogan is unclear or missing entirely which weakens our message.</p>

Project Self-Assessment and Reflection

Examples of what I offered to project planning:

Examples of what I contributed to the project's completion:

Examples of my ideas that helped make the project successful:

Examples of what I did to help our group stay on task:

Examples of strategies I used to resolve conflicts or problems:

What I enjoyed most about this project:

What I learned from this project:

Examples of changes I would make the next time I work on a group project: