**Public Service Announcement (PSA) Project, Nine Weeks Test Contract**

**Directions:** In groups of no more than five students, you will create a simple yet engaging, short (minimum 1 minute, maximum 3 minute) video to raise awareness for an issue; this project will count as your nine weeks test grade. You need to convince your classmates that your issue is worthy of attention, that it is a problem, and that something can be done about it. You may pick the issue you wish. Although you will have plenty of class time to work on this, you are encouraged to work with your group outside of class if needed.

**Project Schedule**:

Wednesday, May 27th: Decide on a topic, research a few key facts, brainstorm, and write a short script with stage directions.

Thursday, May 28th: Continue writing your script. Due by the end of class, but you can turn it in early if you finish. Start collecting footage if you finish early (bring your own camera, props, costumes, make-up, etc.)

Friday, May 29th: Continue collecting footage (You will be allowed to stage your scene outside of the classroom, but if you do not finish, you will need to finish shooting on your own time during the school day, lunch, or on the weekend.)

Saturday-Sunday, May 30-31st: You are encouraged to work on the project on this weekend if you need to.

Monday, June 1st: Begin editing/ combining the raw footage, images, text, and music together into a video using Windows Movie Maker (The COW laptops will be available June 1st-3rd.)

Tuesday, June 2nd: Continue editing footage.

Wednesday, June 3rd: Finish editing. Turn in finished copy (USB) by end of period. No emailed work will be accepted.

Presentation Dates: 1st period: Thursday, June 4th 4th period: Friday, June 5th 7th period: Tuesday, June 9th

**Grading:** You will be graded on how well you use ethos, pathos, and logos in your project, as well as how engaging and convincing your PSA is. Minimum requirements such as video length will be important as well. You’ll be graded on a scale of 1-4, 4 being the highest.

* Logos: Use facts, anecdotes, cause/effect, compare/contrast, precedent, and/or analogy to draw attention to the issue and its importance.
* Pathos: Decide on which emotion you want to target (e.g. fear, sympathy, joy, outrage, etc.) that will help convince your classmates. Use strong, purposeful diction, create strong imagery that paints your side positively/the opposite side negatively (without going overboard), and tell an engaging story with compelling characters/details/situations. Don’t forget that music can be a powerful element in this project as well.
* Ethos: Make sure the video tells us the sources for your information, make sure your sources are credible, maintain a respectful tone, and edit for proper grammar and mechanics (especially spelling and capitalization).

**By writing your name below, you agree to commit to your group and fulfill all responsibilities assigned therein.**

Group members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Issue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which group member will bring a camera (NOT a phone) to use for filming: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which group member will bring a USB to store the project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_