



## Informed Discourse Day Activity – Group 1

A public service announcement, or PSA, is a 30 to 60 second video whose goal it is to persuade an audience to take specific action or adopt a particular viewpoint on a social issue.

The most common Public Service Announcements of your generation include the “Not Even Once” campaign by the Meth Project or the “It Can Wait” campaign against distracted driving.

Public Service Announcements are very effective because they capture the audience’s attention, get their message across persuade us to buy-in to cause in a short matter of time. PSAs engage audiences using narration, text, interviews, photographs, dramatization or music. These different techniques require background research.

Today, 600 Marist students will be creating 120 different public service announcements around five key issues in the anti-trafficking debate. Each buddy group will be producing five unique PSAs surrounding the topics we have been learning about today.

### Suggested Project Timeline

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|-------------------|---|
| <b>20 minutes</b> | <b>Step 1:</b> Assign roles for your group. With your role in mind, read the suggested research about your specific cause and conduct further research (if needed).   |
| <b>20 minutes</b> | <b>Step 2:</b> Create the central message in your ad. Start writing the storyboard for your PSA. Create a script and identify central images to your PSA.   |
| <b>25 minutes</b> | <b>Step 3:</b> Edit script, identify key persons in your group, do some mock runs of your PSA.  |
| <b>15 minutes</b> | <b>Step 4:</b> Film your first (second, etc) draft. Your first draft will not be your final draft. Watch the PSA as a group and identify issues with the PSA and make corrections to the script, acting, etc. |
| <b>15 minutes</b> | <b>Step 5:</b> Film your final draft. Review with entire group and do not submit until everyone is on board with your final product. Submit to the google form on the app                                     |

**Your Civil Discourse Leader is in your room to help you get through this timeline if you get stuck! Use them as a resource!**



Your group will be creating the Loose Change to Loosen Chains PSA.



## Create Roles and Conduct Research (20 minutes)

Your group will be responsible for creating a Public Service Announcement dealing with the first proposal – Loose Change to Loosen Chains. If you were to search for a PSA about this, you will find a variety. It is our goal that we can add your voices to this collection of public service announcements.

**First, your group needs to assign their roles. Document who will fill each role in the table below.**

Role	Responsible for:	Skills:	Who?
<b>Project Manager</b>	The overall coordination and production of the PSA. This person will serve as the scribe and ensure the project finishes.	Organized and responsible; very good at details and good rapport with peers	
<b>Camera Operator</b>	Recording the PSA	Technical knowledge of their Lenovo or phone; Has understanding on how to film and can operate the camera with precision	
<b>Researchers</b>	Locating information and primary source material for PSA	Good knowledge of how to search on search engines.	EVERYONE!
<b>Writers</b>	Being able to use the research and the central theme to create a 30-60 second script.	Good writer, someone with a good communication skills	
<b>Actors</b>	Memorizing and learning to speak the character in the script	Striking personality	

Second, you will now read the following links that will provide more information about your specific PSA. You should read all three and read them with your specific role in mind. You may want to jot down some notes on the next page while reading them.

**Fundraiser HQ**

<https://www.ijm.ca/loose-change-to-loosen-chains>

**Video from Creator**

<https://youtu.be/Xdek-PmAgnY>

**Interview with Creator**

<https://goo.gl/5lQDFH>

Who? (Write down a little bit more about the creator of this fundraiser and IJM)	
What? (What are the major issues that we should get across during the PSA?)	
Why? (Why did they create this fundraiser?)	
How? (How does this proposal affect anti trafficking efforts?)	
When? (Is there a date of significance for the campaign?)	Collection Date: December 2 (International Day for the Abolition of Slavery) and February 8 (International Day of Prayer and Awareness against Human Trafficking).



### Create Storyboard (20 minutes)

First, we want to figure out the central message in our PSA. Obviously, collecting money to stop trafficking is good but HOW will collecting money for IJM stop trafficking?

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*Does your PSA appeal to people's emotions?* People act based on emotional reasons. They might "rationalize" their actions with logic. But they're motivated by emotions. Facts don't exclusively motivate a person to act. Emotions do.

*Does your PSA have a personal aspect?* A PSA is nothing more than a conversation with the audience.

Second, after you created your central message, start outlining the 30 second commercial.

Part of PSA	Length of Time	Description
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Introduction:

Core:

Closing:

Third, on some scratch paper, the writers should start working on script ideas. Although the writers are the main ones who write the script, all parties in your group should be involved with putting the content you just created into words. Think not only about the script, but also about the filming – complete the storyboard. Don't forget to think about location.

What You See	What You Hear

Fourth, figure out where you are going to film. What should be the backdrop of your PSA? Every group is not able to film in the classroom, so you should think of a location. The following are approved locations on campus that you can film:

PLACES YOU CAN GO

- Alumni Plaza
- Cafeteria
- Chanel Building 2<sup>nd</sup>/3<sup>rd</sup> Floor
- Hughes Spalding Stadium
- Ivy Street Center Breakout Spaces
- Kuhrt Gym
- Marist Garden
- Senior Parking Lot
- Stadler Field
- Wooldridge Library (Main floor only)

PLACES YOU CANNOT GO

- Centennial Center
- Cross Creek Parking
- Laird Gym
- Woodruff Auditorium

You will go to this location during Step 4 and return to the classroom.

Where are you going to film? \_\_\_\_\_

Why did you choose this location?

\_\_\_\_\_

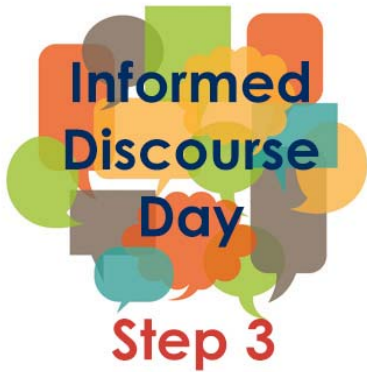
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## Rehearse (25 minutes)



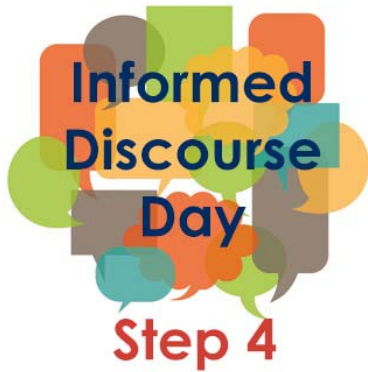
First, attach people to the specific parts in your storyboard if you haven't already. Identify three areas of potential weakness in your PSA.

Areas of Potential Weakness	How will you fix it?

Second, have the project manager and actors do a dry run through – don't film this one. Just practice your lines, and how the PSA will look and sound. While the rehearsal is going on, the camera operator should start practicing with the camera. The camera operator should consider the items below while filming.

Framing	If you're using camera phone, get in close and keep the composition simple. Otherwise, vary the framing, use a long shot or a wide shot to show the context, and use close-ups to show details and emotions.
Movements	If you do use camera movements, have the camera moving smoothly in one direction. Fast movement will badly affect image quality and smoothness.
Lighting	Try to film where there is plenty of light, and don't mix different light sources such as daylight and fluorescent light as this will make the colors appear strange. Don't shoot into the light or against a very light or dark background.
Audio	One of the biggest audio mistakes beginning videographers make is trying to film someone speaking from across a room when there's no way to clearly hear their audio. Background noise, room echoes, and outdoor sounds can all contribute to poor quality here. Instead, try getting closer to your subject. Your shot may be a little more zoomed in than you'd like, but your audio will be crisper.

## Film and Review (15 minutes)



A. You should film a first rough draft of the PSA. This “first rough draft” may take multiple shoots as you may still be learning your lines.

**Are you struggling still with your video?** Ask one of the MBC Tech Assistants for help. They are located in the hallway and can assist you with any tech needs.

A. After the first rough draft is filmed, have everyone gather around either your phone or a laptop to watch the draft. Assess the following questions as a group.

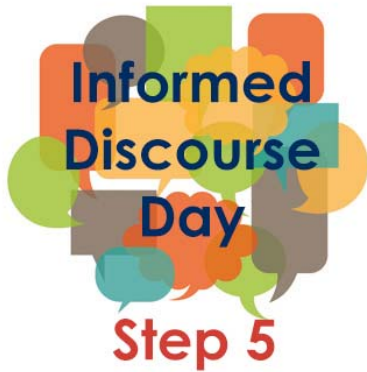
***Did the message come across?*** If yes, the structure of your PSA may be good. If no, think about different language you can use. Maybe you want to use language that you found in the research.

***How was the audio?*** Think about where you filmed – did you need to be closer to the actors? Think about the surroundings – was there anything in the frame that was distracting?

***How was the filming?*** Was the camera shaky? How can we fix that? Was the frame centered? Were movements smooth? Was the lighting good for each frame?



## Final Product (15 minutes)

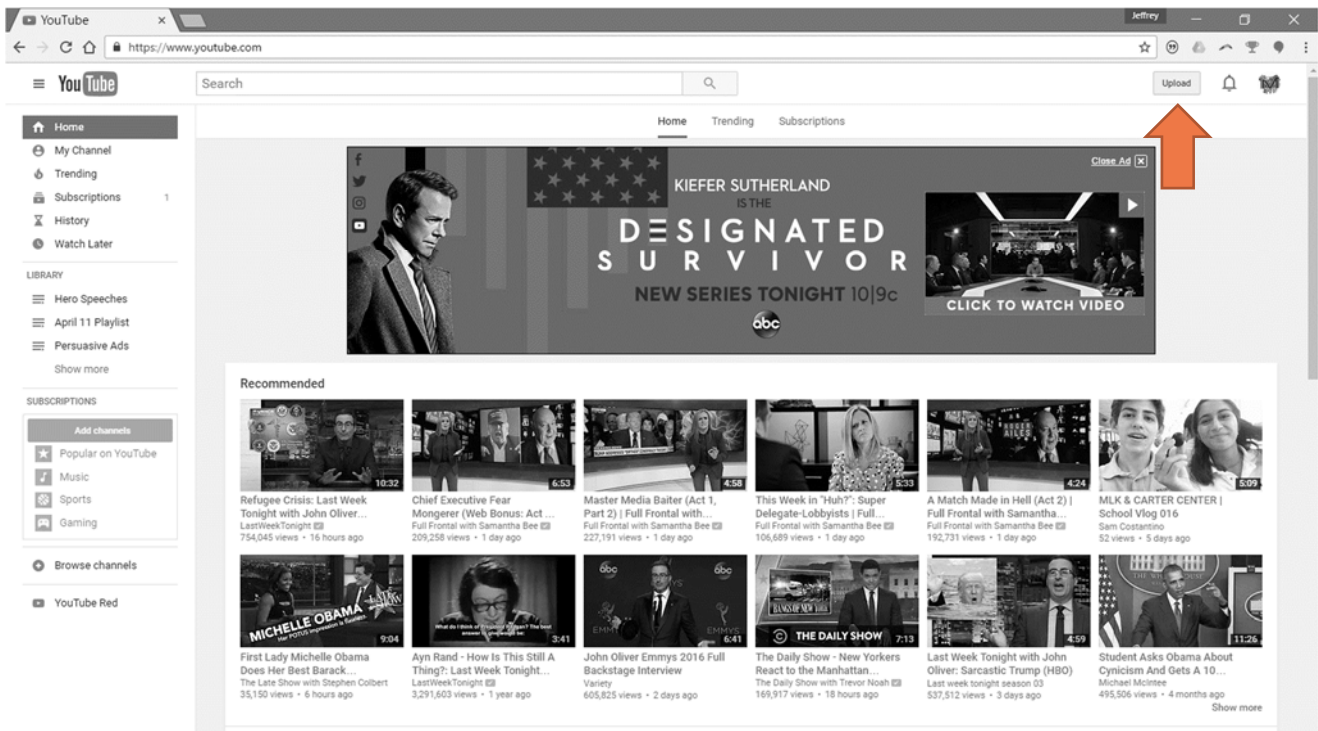


First, you should film the final product after making any edits from step 4. After filming review one more time as a collective group to approve the product.

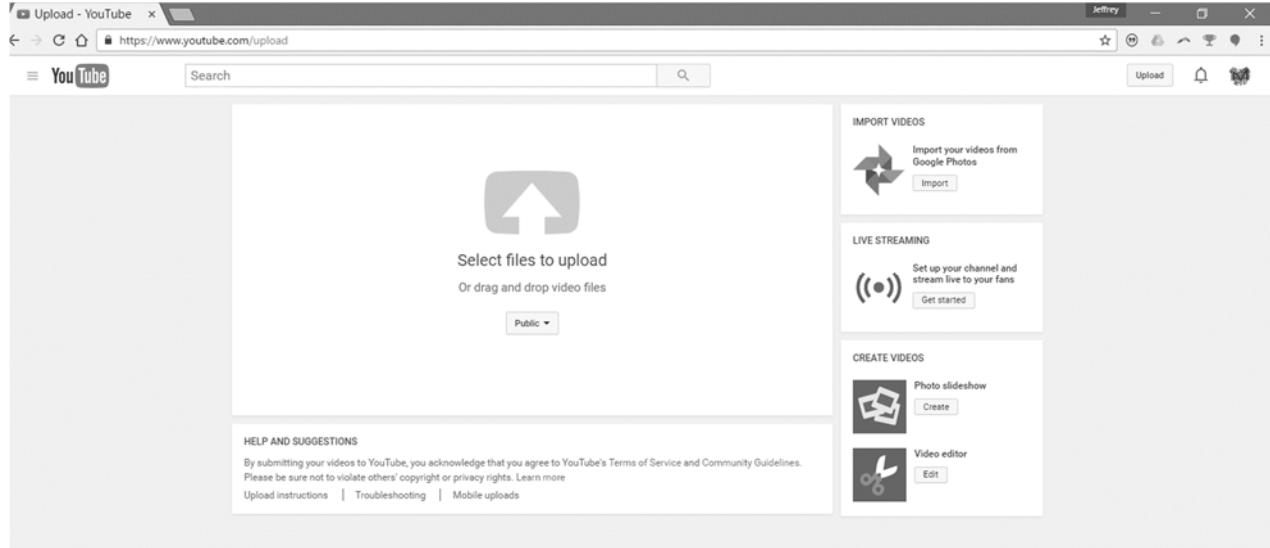
Second, upload your video to YouTube using the directions below.

### Uploading your video via your Lenovo.

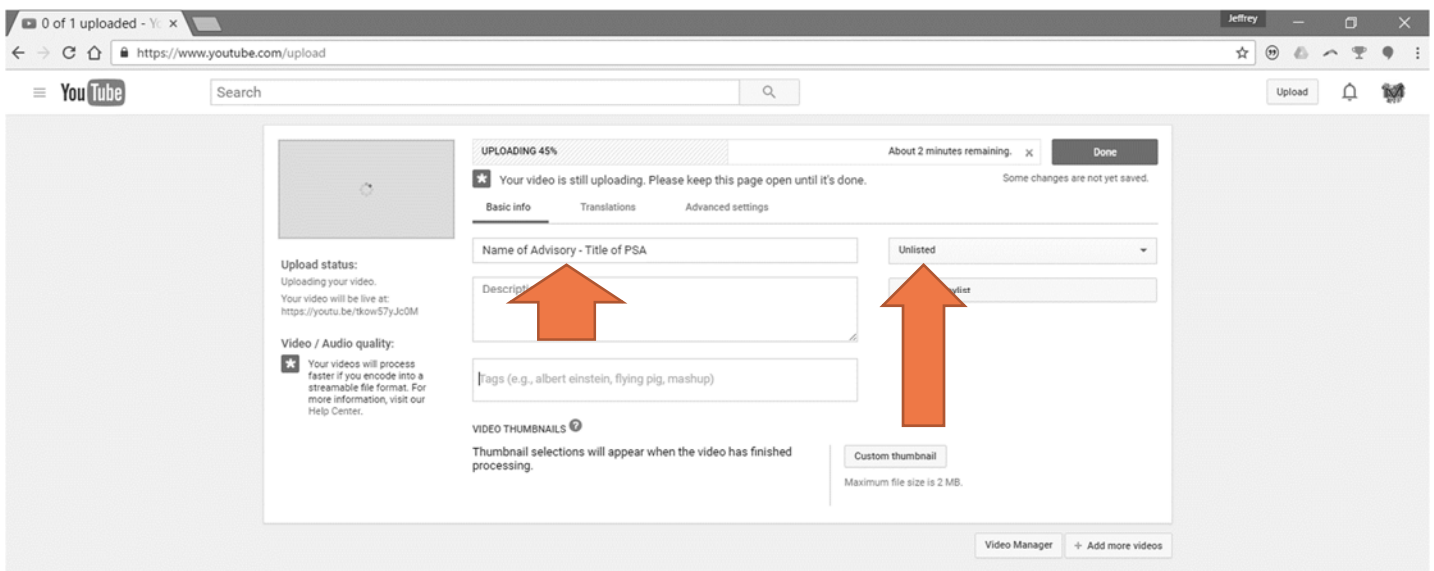
1. First, get your video on your Lenovo. You can do this a couple ways:
  - a. Email it to yourself.
  - b. Use a data cord to transfer to your computer.
2. Second, go to youtube.com. Ensure you are logged in - you can use your marist.com account. Click Upload in the top right hand corner



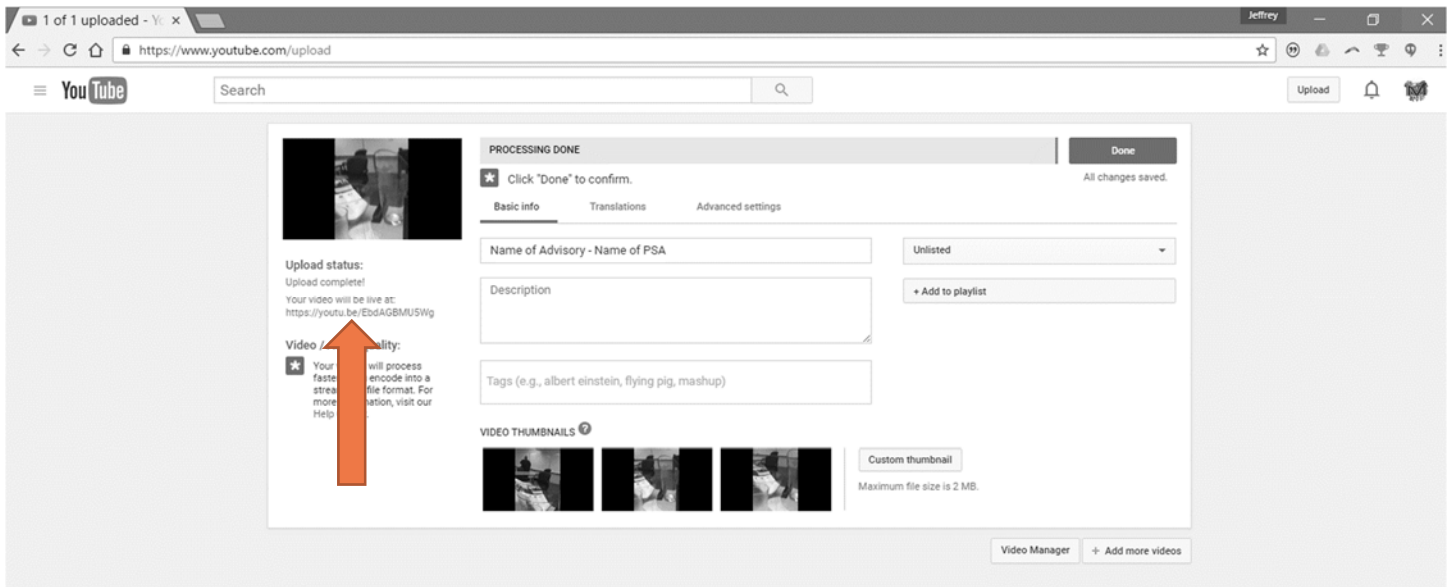
- Third, upload your video either by selecting it from your laptop or by dragging and dropping into the white area.



- Fourth, YouTube will automatically redirect you to the screen below. You will need to change two things on this screen. **THIS IS VITAL!**
  - Name the video using the following format: Name of Advisory – Title of PSA  
Example: Mandy-Moore Advisory – Causes of Human Trafficking PSA  
Example: Miller-Montague Advisory – Safe Harbor Amendment PSA  
*You can find the title of your PSA on the bottom of each page.*
  - Change the file from public to unlisted. This is so that we can approve your PSA before we publish it.

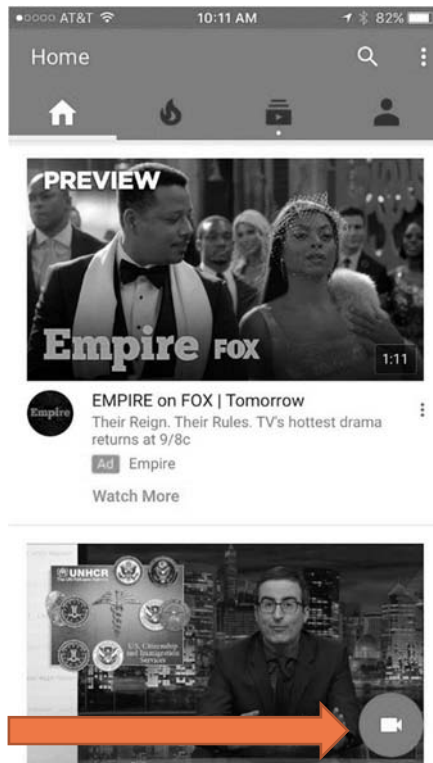


5) Copy your YouTube URL and email that link to **DISCOURSE@MARIST.COM**.



## Uploading your video via your mobile device.

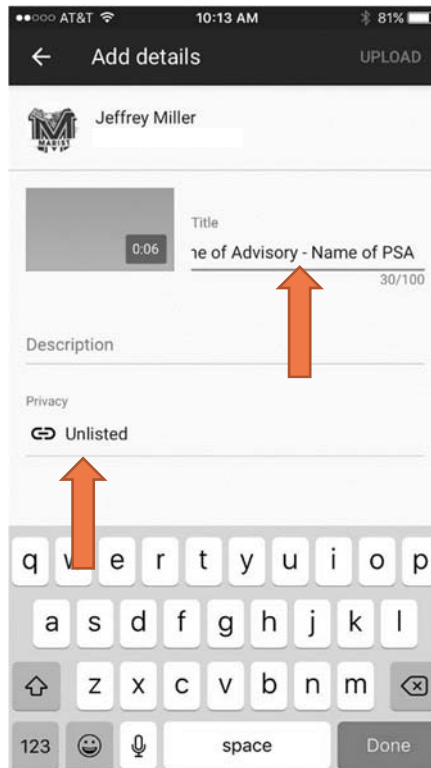
1. First, open the YouTube app on your phone. Click the red video icon in the bottom right.



- 2) Second, select your video from your camera roll and click next. It will take you to the screen below. Click Next.



- 3) Third, YouTube will automatically redirect you to the screen below. You will need to change two things on this screen. **THIS IS VITAL!**
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- 4) Fourth, copy your YouTube URL and email that link to **DISCOURSE@MARIST.COM**.