

# Using Public Service Announcements to Teach Media literacy



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Handouts and additional material at -

<http://cmsweb1.lcps.org/509125612142226/site/default.asp>



Name of Clip	Purpose / Audience	PSA or AD?	What was effective? Technique Used

Which PSA do you think was most effective? Explain what made it effective.

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If you could make a PSA, what topic would you choose? List as many as you can.

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Name: \_\_\_\_\_

## A Brief History of Public Service Announcements

Read the article located at -

<http://www.museum.tv/eotvsection.php?entrycode=publicservic>

Use the information from the article to answer the following....

Discuss how various different pieces of informational writing can be organized. What is the organizational structure of this article?

Some pieces of nonfiction have titles for each new section or topic. This article does not have titles for each paragraph. Using the space below, write a title (in correct title format) for each section / paragraph.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

What are 5 questions which could be answered by this article? Avoid questions which would generate answers of one or two words. Include the answers

Question	Answer

Create a new title for the article, write it below.

In your opinion, what are the three to five most important pieces of information shared in the article?

Information	Reason it is MOST important

What are three PSA campaigns that the article identifies as being important?

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What are two PSA topics you have seen on TV

In the space below, create a timeline of the history of the PSA according to this article. Include at least 7 events.

## **Vocabulary -**

Recruiting - to seek out, especially to hire for employment.

Excluding - antonym of including

Promotional - materials or actions to advance the interests of a group, idea or product.

Facilities - abilities, power or capacity to act

Institutionalized - with an institution such as a school, hospital or business.

Decline - go down / decrease in frequency

Paradoxically - an opinion or statement contrary to commonly accepted opinion.

Consumption - (economics) the utilization of economic goods to satisfy needs or in manufacturing; "the consumption of energy has increased steadily"

Initially - at first

Excessive - extreme

Consensus - general agreement between parties

Inconsequential - without importance, causing little impact.

Partisan - one sided, biased in favor of one side

Agenda - goals

Innumerable - too many to count

## **Glossary**

Federal Communications Commission - an independent government agency that regulates interstate and international communications by radio and television and wire and cable and satellite

Non-profit organization - An organization which exists for purposes other than making a profit (Heiffer International for example)

Broadcasters - People or companies which control the information on TV or the radio.

Propaganda - information in print, TV or radio which attempts to persuade the viewer, often by providing biased information.

Advertising agencies - Businesses which are paid to create advertisements for other companies.

Group \_\_\_\_\_

Block \_\_\_\_\_

## PSA Planning Guide

In 15 words or less, what idea do you want your viewer understand after viewing your PSA?

A sound bite is a catchy phrase or statement that a viewer or listener would remember. They are usually short, and memorable. What are three 'catchy' or creative ways you could express this idea in as few words as possible?

Complete the table below to explain three different ways to share your ideas. Use 3 different settings and three different situations. **One must not include actors.**

Location & Story Outline	Reason this would work / Why?	Music, visual effects, text

Which do you like best and why?

Using your best idea from the table above, begin planning for your production.

1. Make a story board

This will be a draft, and can change.

Drawings on your draft should be quick & simple - do not spend too much time on the draft of your story board - the purpose of the board is to help you begin to visualize and revise your ideas

2. What materials will you need? Make a list below

3. Will you need additional people / help from adults? What is your plan for these if needed?

4. You will need to get a media release from everyone in your video. These may be printed from the website.

5. If you use a public location, you must have a release signed by anyone who appears in your video & must have written permission of the property owner to use their site.







# Storyboard

Shot:	Shot:	Shot:
Audio:	Audio:	Audio:
Shot:	Shot:	Shot:
Audio:	Audio:	Audio:
Shot:	Shot:	Shot:
Audio:	Audio:	Audio:

Your sketches must match your shot descriptions. Under 'Shot' identify the shot, any camera movements and screen directions left-right. Note transitions such as 'cut' 'fade' 'dissolve' and any important details. Under Audio include narrative and/or sound track.