Mr. Weiss – Recent America  
PSA – Social Movements and music of the 1960s

Introduction:   
Media has the power to inform us about issues, inspire us to learn more, and incite us to take action. Recently, the Rock’n’Roll Hall of Fame decided to sponsor an exhibition that highlights the history and changes in music in the 1960s. Along with guest speakers, films, and other events, the organizers also decided to ask CCHS students to create projects and presentations of their own to contribute to the exhibition. So much was going on politically and socially in the 1960s that we need to have a digital history telling of the major events that influenced this rock explosion and decade that has been known as the era of Classic Rock.

Your task:   
Create a PSA that addresses a social issue / movement of the 1960s and incorporate a song (s) that would be connected to that movement. Working in groups of 4, you will brainstorm ideas, come up with a concept, write, and plan and shoot a Public Service Announcement. It needs to be no more than 4 minutes, no less than 2 minutes.

**What is a public service announcement?**

PSA’s are short, “non-commercial” announcements prepared to provide information to the public. PSAs are generally used by organizations to:

* Publicize community events
* Provide health and safety tips.
* Assist in Fund raising efforts
* Inform and influence public opinion

**PSA Messages**:

* Must contain information that is beneficial to the community.
* Use short, upbeat sentences written in everyday language.
* Tell / show how this information can help the viewer.
* Ask for action.
* Be memorable.

**Requirements:**

1. Your issue must be clearly stated in short, memorable phrases. Audience and purpose are clear. What information do you want the viewer to know?
2. You must have a call for action. What do you want the viewer to do?
3. You must include information from your research to support your claims.
4. Your PSA must be persuasive. Use persuasive writing, speaking, music, and visual elements to make the viewer FEEL something.

**PLANNING STAGES**

* TO BE COPLETED IN A GOOGLE DOCUMENT AND SHARED WITH ME AT [MWEISS9@CHERRYCREEKSCHOOLS.ORG](mailto:MWEISS9@CHERRYCREEKSCHOOLS.ORG).

**Answer the following questions to begin.**

1. Target Audience: Who do I want to reach with my message?
2. Message: What is our message?
3. Message: What do I want the viewer to understand?
4. Action Step: What is the call to action?
5. Action Step: What do I want the viewer to do?
6. Action Step: How can the viewer help solve the problem?
7. Significance to Issue to the Public: Why is this issue important to the public? In the 1960s?
8. Emotional Connection: What tools can you use to build an emotional connection with your viewer? How can music support your message?

**Additional Required Components**

1. Description: Turn in a written description of the PSA, answering questions 1-8 above, plus any other information and research about the issue, or the population the PSA addresses or serves.
2. Storyboard: Create a storyboard for approval BEFORE you begin shooting. A storyboard is a visual representation of the different shots (shot sketches) in the order they will appear in the finished work. In addition include:
   1. Audio (where the narration comes in, or if there is music over the shot)
   2. Written description of the shots you’re planning: locations, actions, objects, actors, etc.
   3. Your drawings can be simple stick figures