



## Science Project: Public Service Announcement

A public service announcement (PSA) can be an effective way to inform and influence people. The intent of some PSAs is as basic as announcing the time and location of an event, while others are designed to educate or persuade. In this project, your task will be to create a video PSA intended to persuade the public to take action on an **environmental issue** we're facing here in northern Michigan.

### Here are the guidelines for this project:

1. Your PSA must have a clear message, and be designed to be persuasive.
2. Your PSA should be between 30 and 60 seconds in length.
3. You may include live action video, photos, video clips, music, and/or sound effects, as long as appropriate credit is given at the end of your video.\*
4. There may be up to 3 people in a group (or you may work alone). Every group member must either appear on camera or participate in narration. The size of the group will be taken into consideration during grading.

*\* **IMPORTANT!** Make sure the material you want to use does not violate any copyrights! There are links to several "royalty-free" sources on our classroom website.*

PSA topics include local environmental issues that the public, if they cared enough, could help remedy. Your task is to make them care enough to take action!

### Possible Topics:

- **Invasive Species:** Fighting to prevent the spread of Asian carp or other invasive species (bring ideas to Mr. Grimes for approval)
- **Expand the bottle law** to include ALL beverage containers
- **Microbeads:** These tiny plastic particles are getting into our lakes and damaging the ecosystem
- **Fracking:** the current method of drilling for natural gas involves a process called hydraulic fracturing, or "fracking", which presents a risk to our drinking water

There are, of course, many other possibilities. See Mr. Grimes with your proposal...

# PSA Project Outline

Group Members: \_\_\_\_\_

Topic: \_\_\_\_\_

**Answer the following in complete sentences.**

1. Write one sentence that describes your topic and tells **why** people should be concerned.

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2. Describe **three facts** related to your topic that you plan on incorporating into your video.

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3. How do you plan on persuading viewers to take a personal interest in helping solve the problem?

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