Public Service Announcement Project – ENG 011 You will be spending the rest of the semester focusing on research. Likely you are writing a research paper, annotated bibliography, or other similar assignment in ENG 111. We are going to move through the research process in this class as well through the creation of a Public Service Announcement. Public Service Announcement = a short video with a message that seeks to raise awareness about a particular topic. Partnership for a Drug Free America https://www.youtube.com/watch?v=GOnENVylxPI Canadian Forestry Association https://www.youtube.com/watch?v=U6xMd0wSbZc Project Requirements o Topic appropriate for a PSA. o PSA goal. o PSA specified audience. o Summary of the current situation of your topic for your PSA. o Explanation of validity of solution or behavior promoted in PSA. o Explanation of why people need to understand the issue. o List of sources. o List of facts. o PSA video. Week 9 1. Choose your topic. Choose from the list below. Cyberbullying. Suicide Awareness/Prevention . Domestic Violence awareness/Prevention. Smoking or Vaping. Texting while driving. Volunteering. Good sportsmanship. Voting. Seatbelt use. Endangered animal protections. 2. Briefly describe the overall goal of your PSA. Your overall goal should either involve bringing awareness to an issue or promoting a change in behavior. 3. Briefly describe the target audience for your PSA. Your audience should guide the creation of your PSA. Think about who they are (age, interests, opinions, influences, etc.), what they expect, what they know and understand, what they don’t know and understand, and how to convince them. 4. Find your sources. You must have 3 sources about your topic. Make sure each source provides you with information about the current state of your issue, a possible solution for your issue, a possible behavior change related to your issue, an explanation of the importance of your issue, or a combination of all four. List your potential search terms below. (ex. Drug use AND teens AND current statistics Drug use AND teens AND solutions Drug use AND teens AND treatment) Website Source: (\*.gov or .edu) Website title (www.\_\_\_\_\_\_\_\_.gov) Website url (http:www.\_\_\_\_\_\_\_.gov/123) Website owner Title of article Author of article Dates Database Article: (\*magazine or newspaper) Title Author Magazine/Newspaper name Dates Page numbers DOI Database Article: (\*magazine or newspaper) Title Author Magazine/Newspaper name Dates Page numbers DOI 5. Create a Works Cited Page using MLA formatting for your sources. Use Little Seagull to help you create your citations. Pg. 181, #31 for the website Pg. 172, #11 for the database articles · Be sure to list your sources’ citations in alphabetical order. · Be sure to use hanging line. · Don’t forget to double-space. \*Go ahead and start reading your articles. Begin marking pieces of information you think might be useful for your PSA. 6. Read your articles and find information that will help you create your PSA. Look for information that fits in the following categories regarding your topic: · Current situation or state or nature of my topic · A possible solution for any problem related to my topic · Reasons why a possible solution is a good one · Reasons why a behavior change related to your topic is needed · Reasons why people need to know about my topic List the name of each article below. List at least 5 facts from each article. Each fact should somehow fit in one of the categories above. You should have a total of 15 facts when you are finished. \*Start thinking about what you might do or say in your PSA. 7. Write a paragraph that explains and details the current situation regarding your topic. Include at least 1 fact from a source. 8. Write a paragraph that explains why it is important for people to know about this topic. Include at least 1 fact from a source. 9. Create and record your PSA. o Your PSA should be approximately 30 seconds in length. If it is longer than 35 second, it is too long. If it is shorter than 25 seconds, it is too short. o Your PSA should clearly speak to your identified audience. o Your PSA should clearly be about your topic. o Your PSA should clearly bring awareness to your topic, advocate for a behavior change, or both. o Your PSA should demonstrate an understanding of the facts from your sources. o Your PSA can be creative or straightforward. o Your PSA should be recorded on your phone and then uploaded to Sakai. -Type warpwire.durhamtech.edu into your phone’s browser. -Login using your Sakai login and password. -Choose ENG 011 from the course list. -Click on the + sign. -Upload your video file from your phone.