



Public Service Announcement Lesson Plan

This lesson will guide students through the process of developing a storyboard for a Public Service Announcement.

Materials: “Plan Your PSA” Storyboard Template

Time Required: One 40-minute class period

Activity Steps

1 As a class, **watch** the following PSAs:

- **Original Partnership for a Drug-Free America commercial** (30 seconds) at http://www.youtube.com/watch?v=ub_a2tOZfTs&NR=1
- **TRUTH antismoking commercial** (two minutes) at <https://www.youtube.com/watch?v=JndtG8Y7yfw>
- **Listen Carefully Video 2015 Winner** (37 seconds) at <http://www.listencarefully.org/videos>

2 Ask students what the videos had in common and how they differed. After the discussion, ask students if they know what this type of video is called.

3 Explain that the videos they watched are called Public Service Announcements or PSAs. PSAs are videos created to raise awareness and change public attitudes and behavior toward a social issue. Explain that effective PSAs often have a powerful message that sticks with the viewer, sometimes becoming part of society’s collective psyche. Ask the students to identify the message behind each PSA and what behavior or habit the videos were seeking to change.

4 Break students into groups and ask each group to quickly determine: **1.** the intended audience of each PSA and why the particular actors were chosen to play their roles; **2.** the tone and persuasive tactic each PSA uses to communicate the message; **3.** whether the videos use positive or negative reinforcement to spark a behavioral change; and **4.** whether they think the PSAs are effective in making viewers rethink and/or change their behavior.

5 Tell students that they will now plan out a PSA for a topic that is relevant to teens—hearing loss. Return to <http://www.listencarefully.org/videos> and play two or three more student-created PSAs. Challenge students to identify the messaging and information shared in the PSAs. Wrap up the conversation by explaining that everyday noises—such as phone earbuds,

city traffic, hair dryers, and music concerts—can influence their hearing in ways that they may not have considered.

6 If time permits, you may choose to **complete** some of the lessons at <http://www.scholastic.com/browse/article.jsp?id=3757145> to give your students more background on the issue of hearing awareness.

7 Explain that students will be designing their own PSAs to raise awareness among fellow teens about noise-induced hearing loss. Pass out the “Plan Your PSA” Storyboard Template. Give each student more than one copy of the template so that they may start over or try out different ideas.

8 Tell students that they will use storyboards to plan their video. A storyboard is a visual way to plan the action for TV shows or videos. Movie directors and animators use storyboards to plot their thinking and ideas. Instruct students to use the blank boxes on the storyboard template to draw images of what they want to show on the screen. Have them plan the audio portion of the video on the lines underneath the boxes. The Audio lines will contain details about the PSA’s music, sound effects, and dialogue. On the SFX line, students should write any special effects they plan to use, such as distortion, blur, and color alteration. Finally, on the Text line, students will write any text, such as titles or credits they want to show on the screen. As students work, challenge them to come up with messages that will resonate as much as the messages in the PSA examples they viewed.

Breaking Down the Process

- During the brainstorming process, students can use sticky notes to create the first drafts of their storyboards.
- If students have trouble with sequencing or brainstorming, play one of the PSAs or have them watch one of the videos at <http://www.listencarefully.org/videos> and recreate the video’s scenes in a storyboard before starting their own.

Entering the Contest

Students have an exciting opportunity to team up with classmates to make a 30-second PSA and submit it to the Starkey Foundation’s Listen Carefully Video Contest! Students could win a live Maddie & Tae concert and a GoPro Hero3+ camera for each team member. Visit <http://www.listencarefully.org/video-contest> to learn more about entering the contest.

NO PURCHASE NECESSARY TO ENTER OR WIN. Void Where Prohibited. The Listen Carefully Video Contest is open to students ages 13–18 at an accredited U.S.-based middle school or high school. To enter, students must create and submit a 30-second original digital video public service announcement about noise-induced hearing loss that is up to 30 seconds in length. The grand prize winner will receive a GoPro camera and an admittance to a Maddie & Tae private concert to be given at the grand prize winner’s school. The second and third prize winners will win a GoPro camera and a trip to the concert at the grand prize winner’s school. The top three finalists will also be featured on Listen Carefully media outlets, including, but not limited to, Facebook, Twitter, Pinterest, Instagram, YouTube, and websites. Approximate Retail Value (“ARV”) of each GoPro camera is \$349.99 and ARV of each trip will be determined by the individual itinerary and shall not exceed \$4,500. Sponsor: Starkey Hearing Foundation.