

KSU 1111 Fall 2015
Public Service Announcement
Presented in class on September 28 and 30, 2015

The objective of this assignment is to allow you to work with the members of your team to develop a 2-3 minute PSA (public service announcement) that will illuminate an aspect of one of the 7 Global Challenges and how college students can have a positive impact on it. This project provides you with an opportunity to explore, in detail, a specific aspect of one of the revolutions and connect it to getting others engaged locally, nationally, and/or internationally to make a difference, or to take action in a meaningful way. This assignment is not about “pie in the sky” solutions, rather it is about reality. Your team should work together to create a PSA that both informs and persuades. Examples of PSAs from previous semesters can be found by searching for “KSU 1111” on YouTube.

The Details of the Assignment

1. Your team will choose one of the 7 Global Challenges to explore through your PSA project.
2. Meet as a team to develop your ideas about the PSA, divide up the research and tasks. Be sure to focus on being creative and innovative, but keep the project manageable.
 - a. You must designate a team captain and create a team name or identity. The team captain will be the point person for the team’s communication.
 - b. Exchange contact information with each other and set-up time to meet to work on the project.
3. Talk with me about your PSA project idea before you actually begin creating it. Remember, you must propose or pitch your project idea during class on August 26.
4. Divide the tasks equally among the members of your team. You will need researchers, writer(s), a technical guru, and possible actors and/or narrator(s).
5. Each team member must actively participate in the planning and execution of the PSA. At the end of the project, you will be responsible for documenting and evaluating your contributions and those of your team members.
6. Make sure the completed PSA is between 120 and 180 seconds in length.
7. In addition to submitting the PSA (by uploading it in YouTube), your team will also be responsible for submitting a Works Cited page (using MLA style) in D2L Brightspace by the beginning of class on September 28.
8. The team captain will be responsible for: 1) uploading the reference page for your PSA in D2L Brightspace, 2) and sending the YouTube link to your PSA to me by the beginning of class on September 28.