

A Moving Message - Pop PSAs



Introduction:

Today, everyone is a filmmaker. An estimated 200,000 videos are uploaded daily to YouTube™ alone, most by amateurs with an inexpensive video camera and home versions of editing software. While much of what we record and watch is for sheer entertainment, short videos also have the power to educate us on a topic.

In this activity, students will create video public service announcements (PSAs) to educate viewers about one aspect of global population growth. Population Connection is hosting a nationwide video PSA contest during the 2010-2011 school year to mark the world population reaching seven billion. While you can encourage students to enter the contest, you can also use the video production activity as a class assignment.

Materials:

Handheld video camera
Computer
Film editing software such as iMovie (Mac) or Movie Maker (PC)
Internet access

Procedure:

1. Introduce the *World of 7 Billion* video PSA contest to your class. All of the information can be found at www.Worldof7Billion.org, including guidelines, topics, background readings, links to useful information and more. Tips on effective PSAs and samples are also provided.
2. Allow students to work either independently or with a partner. They will need to select a topic from one of the five outlined on the contest website and create a 30-second PSA. Before filming, they will need to outline the content and, perhaps, create storyboards. Storyboards are rough drawings that can serve as an outline of what students want their videos to look like. Then they can begin filming and editing their work. Their PSAs will be judged on relevance of the content, effectiveness of their message, originality, and video quality. Provide students with at least two weeks notice before the PSA is due.
3. For easy viewing, have students upload their PSAs to YouTube. Then you and their classmates will be able to access them.

Concept:

A world population of seven billion (and growing) impacts our environment and society in numerous ways. Persuasive video messages are one effective way of creating awareness on these topics.

Objectives:

Students will be able to:

- Create a persuasive, effective message (PSA).
- Use filming equipment and editing tools to create a video PSA.
- Learn about the connections between population size and environmental and social impacts through web research.

Subjects:

Art, Civics, Economics, Environmental Science, Family and Consumer Sciences, Geography, Health, Media Communications, Photography, Social Studies, Writing/Composition

Skills:

Persuasive communication, use of recording and editing equipment, web research

Method:

Students will develop a persuasive message by writing, filming and editing a video PSA on one impact of world population reaching seven billion.



4. Use the "Judging Rubric" on the *World of 7 Billion* website to “score” the videos. You could translate this score into a number or letter grade for the assignment.
5. If your students wish to enter their PSAs into the nationwide contest, they will also need to upload their videos to the *World of 7 Billion* website and fill out the appropriate entry forms. There is no fee to enter the contest.

If at least ten of your students choose to enter the *World of 7 Billion* contest, you are eligible to receive a free set of Population Education resources. Fill out the attached form and email, fax or mail it to Population Connection using the information on the form.

Discussion Questions:

1. How much more about your chosen topic do you know now than before you started working on your PSA? What sort of research did you do to prepare?
2. How difficult was it to craft a 30-second message? Do you think it would have been easier to create a longer PSA? Why or why not? What do you think the average viewer's attention span might be?
3. What (if any) were some of the challenges you encountered in making your video PSA? Were you able to create the video you had imagined or were there modifications you needed to make?
4. If you saw a video like yours or those of your classmates, would it peak your interest in the topic? Would it be something you'd want to share with acquaintances? What do you think are the elements of the most effective “message” videos you've seen?



World of 7 Billion PSA Contest

Teacher Complimentary Resource Request Form

Contact Information:

Name: _____

School: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____ Phone: _____

(Please list address where you would like resources mailed)

Subject(s)/Grade(s) You Teach: _____

Your Students' Entries:

1. Lead Producer's Name _____

Title of PSA _____

2. Lead Producer's Name _____

Title of PSA _____

3. Lead Producer's Name _____

Title of PSA _____

4. Lead Producer's Name _____

Title of PSA _____

5. Lead Producer's Name _____

Title of PSA _____

6. Lead Producer's Name _____

Title of PSA _____



7. Lead Producer's Name _____
Title of PSA _____
8. Lead Producer's Name _____
Title of PSA _____
9. Lead Producer's Name _____
Title of PSA _____
10. Lead Producer's Name _____
Title of PSA _____

If you'd like to let us know about other students' films - please do! Just attach an additional sheet with their names and PSA titles.

Mail completed form to:
Population Connection,
World of 7 Billion PSA Contest
2120 L Street, NW, #500,
Washington, DC 20037

or fax to **202-332-2302** or email to: **Worldof7Billion@populationconnection.org**

Please allow 3-4 weeks to receive your complimentary curriculum resources from Population Connection.