Night: PSA (Final Project) 65 pts

Making Connections

Project Overview

You will create a PSA (Public Service Announcement). A public service announcement is an advertisement created to address a social problem to raise awareness in hopes of changing the public’s attitude and/or behavior.

Project Requirements

1. Your PSA can address genocide, racism, dehumanization, or some other issue related to Elie Wiesel’s Night. **Your topic must be approved by the teacher.**
2. Your issue must be clear! There should be no confusion.
3. PSAs must have a call to action. (In other words, what must we do to make it better? How can we fix it? )
4. You must include information from your research to support your claims. RESEARCH! RESEARCH! RESEARCH!
5. Your PSA must be persuasive. Use powerful, short phrases to capture your audience. By the time your PSA concludes, the viewer should be greatly moved.
6. Include props, visuals, & sound to make a powerful PSA. You really need great music to affect the mood and move the audience’s emotions.
7. PSAs should be short, no more than 3 minutes. **The minimum is 2 minutes**. The intent is to be BRIEF, but POWERFUL!
8. PSAs must include a powerful catch phrase is memorable. Some powerful phrases from popular PSAs are below:
9. The United Negro College Fund: “A mind is a terrible thing to waste.”
10. ATT Texting & Driving Campaign: “It can wait.”
11. Ad Council (Smokey the Bear): “Only you can prevent forest fires.”

The Process

1. Reflect on the text Night and all the information you learned on the Holocaust. Pick an issue from all the information you learned and think about how it applies to our society today. See #1 under project requirements.
2. Research! Get the most current/up to date information on your topic. Statistics can enhance a PSA. Consider them. (i.e. 40,000 people die every year from passive smoking). You need some numbers from the Holocaust.
3. Consider your audience. Who will benefit most from this PSA? Who do you want to target?
4. Develop your catch phrase. (see #8 under project requirements)
5. Choose your background music.
6. Capture your audience. (visuals, sounds, etc. go a long way).

Structure

 1. PSAs should be no more than 2 minutes.

 2. All group members must have significant roles in the PSA.

 3. PSAs should include visuals, props, sound, etc.

 4. PSAs will be LIVE. No recordings allowed. Thank you! ☺