

Sustainability Public Service Announcement (SPSA) Assignment - Fall 2023

Course Name:

Instructor Name: Danielle Carr

Important Links

[PSA Submission Form](#) (All PSAs will be uploaded using the PSA submission form. *See below for file naming conventions.*)

[QR Code MP4](#) file that should be added to the end of the PSA.

[Canva Tutorial YouTube: To learn how to create a video slideshow PSA, click here.](#) (created by CCNY student for this project) <https://www.youtube.com/watch?v=5kntnKV1yNY&feature=youtu.be>

[Sign-up Spreadsheet with Sustainability Topics/Organizations](#) (Shared spreadsheet with list of suggested organizations and topics. Please make sure to write in your name(s) and instructor's name for the PSA topic you choose. *Only two groups per organization please!*)

Background

There is a great interest amongst City College of New York (CCNY) students to learn about environmental issues, internship opportunities, and what's happening on campus around sustainability. In addition, there are public display screens all around the City College campus that are an effective way to convey information to the college community. Some of the information on the public display screens are Public Service Announcements (PSAs) that take the form of static infographics, and others use video, photos, and moving animation elements to engage viewers. Yet there hasn't been much digital signage content created by students for campus until Spring 2023 when this Sustainability Public Service Announcement Project began.

For this assignment, you are being asked to create an engaging 30-second digital Public Service Announcement about an environmental organization in NYC and their internships offerings, or a sustainability solution, or about a City College environmental club or campus sustainability initiative or project. You may select a topic that interests you from the [list at this link](#), or suggest one of your own, but ***your topic and the platform you use to create the PSA must be approved by the instructor***. Your digital PSA will be shared with your class, as well as shown on the public display screens around the whole City College campus in November through March. Your PSA will also be available for viewing on the [Academic Commons website for this project](#). On Thursday, November 30th, at 12:00 pm, you are invited to attend an SPSA Screening Event and Internship Fair to see some of the Sustainability PSAs created by the 25 - 30 classes involved in this collaborative, interdisciplinary Sustainability PSA Project this Fall. [Please RSVP for the 11/30 Screening Event and Internship Fair here.](#)

Creating Public Service Announcements (PSAs) for the City College Campus

As you've likely seen on the public display screens on campus, digital PSAs can include text, photos, color, graphics, videos, and animation elements to make the text and photos move on-screen. But these campus PSAs do not include audio. While a PSA can be a static message like a poster, for the purpose of this assignment we will focus on creating PSAs in the form of slideshows that include some moving elements. This will be a team

project that you work on with a group of 3-4 classmates. Articles about the importance of environmental messaging can be found on Blackboard under "Resources."

Assignment Guidelines:

1. **Look at some examples of digital PSAs** on the Project website link [here](#) on the Academic Commons. You will need to set up an Academic Commons password to use this website. ([looking here is good, also, you did a couple for your genre analysis](#))
2. **Form a group of 3-4 classmates** to work with on this project to create a digital PSA. ([Groups have already been determined by instructor](#))
3. **Decide together on the environmental organization, or sustainability solution, or campus project**, to focus on as the subject of your PSA. Sign up on [this list](#) for the project, or organization you choose to mention. >>>>>> This class is focusing on a sustainability solution. organizations and campus projects are secondary.
 - a. **You must also do this on a BB post as scaffolding for the project. **This info must be listed in TWO places!**
 - i. teams must do a write up on BB explaining their topic selection, selected groups/organization (if any), and reasons for selection.
 - ii. teams must also respond to the other group's posts as part of the scaffolding process.
 - b. **Topics must be approved by the instructor before groups can continue!**
 - c. **Yes! There can be overlap. More than one group can pick the same organization/topic. But only 2 per groups per topic.**
 - i. This is a multi-class project across several different English classes
 - d. **Groups/topics outside of this list can be selected as long as they are approved by the instructor**
4. **Collaborate with classmates**

Work in person or virtually with 3-4 classmates to research, design, and create your 30-second digital PSA. This PSA is for the City College student body ([recognize your audience](#)) to learn about an environmental organization, or campus project, and possible internship possibilities. You may select an organization, campus initiative, sustainability solution ([this is our focus](#)) or topic that interests you from [this list](#), or choose your own, but your topic ***must be approved by the instructor***. You and your classmates will collaboratively create the PSA. This may mean that you create parallel examples and then collaborate to form one PSA, or that one of you takes the lead on designing but all group members take part in the decisions about content and form. You will present the PSA to the class during our class meeting on [Tues, Nov 7](#) (and post to the class assignment link & [this Google Form Link](#)). **You must upload the PSA to the google form.**

 - 4a. **Students MUST ALSO post the project on BB in order to be assigned a grade.**
 - 4b. **Students will also complete a reflection paper for this assignment to be uploaded on BB only, NOT to the other platforms.**
5. **To create your PSA, choose a platform such as Canva or PowerPoint, or another platform that must be approved by the instructor.**
 - o Each slide you create can include a photograph(s) and text, but must include citations to sources listed on the bottom of the slide (and if using quotes from an interview, the title or role of source quoted).
 - o If applicable, review the website of the organization you've decided to focus on.

- o Include your bibliographic sources in your PSA.
 - o APA citation method!
 - o Include the QR code for the SPSA Website Directory. [Here is the link to the QR code.](#)
 - o PSA format should be 1920 x 1080 pixels.
 - o What is the call to action in your closing slide?
 - o If you chose an organization:
 - What is the organization’s mission or purpose?
 - If applicable, find out what internships they offer, and how to apply
 - Include contact info for the organization (the website and social media links)
 - o **Name the file using the following conventions:** Instructor last name.initials of group members.topic or organization. For example, Stemberg.JG.PS.SE.riversideparkconservancy.mp4.
6. To discuss with your group:
- o Why is this topic or organization important to City College students?
 - o Why might other students find your PSA topic interesting or want to intern/volunteer with them?
 - o Which team member can call the organization to find out more about the internships, if applicable.
7. Write a brief paragraph about your PSA on the Google Form mentioned above.
8. **Present your digital PSA**
- a) You will present your digital PSA to the class on [Tues Nov 7.](#)
Consider these questions...
 - o What worked well in the PSA and what was a challenge?
 - o What questions does the PSA generate for you?
 - b) You’ll be invited to attend an in-person Student PSA Screening Event and Internship Fair for the City College community on Thursday, November 30th at 12:00 pm – 2:00 pm during club hours. Location to be announced.
 - c) Your digital PSA will be shown on the City College campus screens in several buildings including NAC, during the months of November through March.
 - d) If applicable, your PSA may be shared with the organization you created it about.
 - e) Some student PSAs may be shown on the LinkNYC billboards around NYC.

Did you remember to?

- Include the names of all team members on the PSA itself (Ex: “Created by.....”)
- Include the photos of any team members who’d like to be represented in the PSA
- Make sure the PSA runs about 30 seconds, but is not longer than 45 seconds
- NOT** include audio
- Save the PSA as an MP4 or M4V (for video files)
- Include the name of the organization you are communicating about
- Get approval from instructor about the organization/topic you choose, and which platform you choose to use to make a PSA (Canva.com is a good framework for this project).
- Include the mission of the organization, or paraphrase the mission or purpose
- Include the internships the organization offers, or volunteer opportunities
- Include contact info for the organization, including website and social media links
- Include citation sources for the photos and text you use in PSA

- Include this [QR Code MP4](#) file to be added to the end of your PSA.
- Submit your PSA to class Blackboard link
- Submit your PSA to (see Blackboard for more info)
- Name the file using the following conventions:** Instructor last name.initials of group members.topic or organization. For example, Stemberg.JG.PS.SE.riversideparkconservancy.mp4.

Citations:

Susan Rauchwerk, Professor, Lesley University, Boston, MA

Stephanie Rose, Adjunct Professor, Science Education, City College of New York, New York, NY

Pamela Stemberg, Adjunct Professor, Humanities, City College of New York, New York, NY

QR CODE for SPSA Fall Website:

Reflection Paper Guidelines for SPSA Guidelines

Students will compose a 1-2 page reflection paper that discusses the PSA project.

This is solo homework, not group work! Everyone must submit a reflection paper for the PSA project even though the PSA itself is group work.

Each student will complete a reflection paper that must analyze how the project fit into the rhetorical situation and meets specific CLOs.

Students will analyze the PSA genre, and carefully examine each rhetorical element, while paying close attention to genre analysis----> was your PSA a good sample representation based on what you know/read about PSAs? explain.

Audience analysis- specific, not broad and vague, answers on who was in your audience for the PSA project. media, purpose, stance-----> what was the purpose and stance of the PSA assignment? and exigence.

Also, answer the question of how was the approach of working in recorded media vs live oral presentations or just writing submissions for grading? What has this experience taught you about teamwork, media, and genre?