

Unit 1: Seatbelts While Driving (In the Car)

Assignment 2: Public Service Announcement Guidelines and Directions

Before beginning this project, watch the following PSA examples. Pay particular attention to the emotion, persuasion, and how visuals are used.

Public Service Announcement Examples

<http://www.bing.com/videos/search?q=public+service+announcement+examples&qvvt=public+service+announcement+examples&FORM=VDRE>

PSA BRAINSTORM

1. Include the following:
 - a. Your Name (first name only)
 - Danielle
 - b. Specific Topic or Title
 - Seatbelt Safety
 - c. In one sentence, summarize the main idea you're hoping to communicate in your PSA.
 - That people will start putting on their seatbelts when they get into a car.
2. Thinking through the primary purpose or direction for your PSA early will help you make important decisions about the facts, fonts, images, and music to include in your final product. Examples: *"After watching my PSA, I want my audience to know ..."*
 - a. Emotion you're trying to communicate
 - Thought before they don't put on their seat belt.
 - b. Why this emotion makes sense for your PSA
 - Because I am giving them information about how seat belts help make people safe and what happens when they don't put on their seatbelt.
3. Every PSA is designed to persuade viewers to take action on an issue of importance. As a result, every PSA must attempt to make viewers feel specific emotions. Thinking through how you want your viewers to feel early in the planning process will help you make better choices as you develop your final product.

Gathering Content

The most critical elements in any public service announcement are the facts, statistics, visuals, opinions, and quotations that you choose to share with viewers. Without convincing content, you'll never be able to convince viewers to feel the same way you do about your topic.

Types of Content

All public service announcements are designed to be persuasive. Persuasion requires content creators to share their **opinions**. Be sure to use words and phrases connected to the emotion that you're hoping to communicate!

Quotations from recognized experts, international superstars, or the people closest to your issue can be particularly persuasive.

When collecting **facts and statistics**, think about crafting comparisons or cause-and-effect statements. This information should be obtained from library databases and reputable sources. Google should not be top on your list. Remember to record <http://advancedextrication.com/2011/10/seat-belt-airbags/> the source for all statistics that you gather so your viewers can check your presentation for. Use Citation Machine or Easybib to create your citations. Facts and statistics will make up the majority of good persuasive presentations.

Wearing Seatbelts

Fact or Statistic	Source
Adults age 18-34 are less likely to wear seat belts than adults age 35 or older.Seat belts reduce serious crash-related injuries and deaths by about half.	"Seat Belts: Get the Facts." <i>Centers for Disease Control and Prevention</i> . Centers for Disease Control and Prevention, 20 Aug. 2015. Web. 03 Sept. 2015.
Adult seat belt use is the most effective way to save lives and reduce injuries in crashes. ² Yet millions of adults do not wear their seat belts on every trip. ³	"Seat Belts: Get the Facts." <i>Centers for Disease Control and Prevention</i> . Centers for Disease Control and Prevention, 20 Aug. 2015. Web. 03 Sept. 2015.
Keeps the occupants of the vehicle inside Restrains the strongest parts of the body Spreads out any force from the collision Helps the body to slow down Protects your brain and spinal cord	Haines, Cynthia. "Seat Belts: How They Save Lives." <i>EverydayHealth.com</i> . N.p., n.d. Web. 03 Sept. 2015.
Seat belts saved more than 12,000 lives in 2012. Compared with other age groups, teens have the lowest rate of seatbelt use. Only 54% of high school students reported always wearing a seatbelt when riding with someone else.	"Children's National Health Center, n.d. Web. 03 Sept. 2015.Safety Tips." <i>Safe Kids Worldwide RSS</i> .
Image 1 Image 2 Image 3	Brock. "Seat Belt Airbags." <i>Advanced Extrication</i> . Word Press, 10 Oct. 2011. Web. 03 Sept. 2015. Wildung, Jenifer. "Safety." <i>Safety</i> . N.p., n.d. Web. 03 Sept. 2015. Auto Fun Digest – SpeedUpTraffic.org." <i>Auto Fun Digest SpeedUpTrafficorg Pros and Cons of Seat Belts Tag</i> . N.p., n.d. Web. 03 Sept. 2015.
Image 4 Image 5 Image 6	"Seat Belts. Seat Belt Safety, Statistics, Bags, Law." <i>Seat Belts. Seat Belt Safety, Statistics, Bags, Law</i> . N.p., n.d. Web. 03 Sept. 2015 Juan. "FORD INTRODUCES INDUSTRY'S FIRST INFLATABLE SEAT BELTS TO ENHANCE REAR SEAT SAFETY." <i>'HispanicTrending'</i> N.p., n.d. Web. 03 Sept. 2015 Ryan. "It's Your Life." <i>Its Your Life</i> . N.p., n.d. Web. 03 Sept. 2015.

Primary (or "standard") seat belt laws are very effective in increasing seat belt usage. These laws have been shown to increase a state's seat belt use rate by an average of 10 percentage points resulting in a decrease of injuries and fatalities. Currently, there are 33 states and the District of Columbia that have primary seat belt laws on the books. New Hampshire is the one state that has no seat belt law for people over age 18. Seat belt laws in the remaining 16 states are secondarily enforced, meaning police officers must stop the vehicle for another violation before they can issue a seat belt ticket.	"AAA Exchange." <i>Seat Belts</i> . N.p., n.d. Web. 03 Sept. 2015.
Music	

Catchphrase

One of the ways that producers of persuasive videos influence readers is by repeating short, memorable catchphrases throughout their presentations. Influential catchphrases will reinforce the main idea and the emotion that the video is hoping to convey. Catchphrases can also be used to provide structure and organization for the video by separating sections related to different subtopics. Finally, catchphrases can be used to convince viewers to take action. Be sure to draft a few catchphrase options and then select the best.

Buckle up, you are worth holding on to.

Belt up, your worth holding on to

a. Catchphrase Cited:

- "Gallery." *MGHS News Corporation*. N.p., n.d. Web. 03 Sept. 2015.

Selecting Images

Because public service announcements share a ton of information in a short period of time (up to 1 minute), you should include images that communicate powerful emotions and ideas. Quality images can catch a viewer's attention and tell a story all at once.

Selecting images is *not*, however, a quick and easy process. Just like music files and written text, photos are often protected by copyright. To ensure that you are not breaking copyright laws, you must select images from Creative Commons (www.creativecommons.org) photo libraries and include links back to the original images found online. The most popular Creative Commons photo library is **Flickr Creative Commons**— www.flickr.com/creativecommons/ Or, here is a video that shows you how to use Flickr and Creative Commons and Advance Searching <http://www.viddler.com/v/24ad8e2d>

Organizing Content

Now that you've collected the source material for your public service announcement, you are ready to begin organizing your content and your images into an influential final product. Remember that persuasive projects often include short groupings of similar facts or images followed by catchphrases that are repeated throughout the presentations.

Selecting Background Music

Like images, the music that you choose to include in your public service announcement can communicate powerful emotions and ideas to your viewers. It is not imperative to have music, but if you do, carefully select a quality background track. Sometimes this helps reinforce the main idea of your presentation and engage your audience at the same time.

Just like photographs and written text, though, music is often protected by copyright. To ensure that you are not breaking copyright laws, you can use the music provided in MovieMaker or select audio files from Creative Commons audio libraries and include links back to the original files found online. The most popular Creative Commons audio library is GarageBand (www.garageband.com) <https://creativecommons.org/legalmusicforvideos>, a website on which up-and-coming artists in every musical genre freely share their music with audiences. While not all songs on GarageBand are available for use in your presentation—bands can decide what they'd like to share and what they'd like to protect—you're sure to find something interesting that you can use in your video. You'll know that a song is available for use if you see the following icon posted on the song's homepage: **DOWNLOAD MP3**

Song Title: Click here to enter text.

Short Description: Click here to enter text.

Name of Band and URL of Song: Click here to enter text.

Other music sites you might want to explore:

<http://www.purple-planet.com/>

<http://incompetech.com/music/royalty-free/>

<http://vimeo.com/musicstore>

<http://www.freeplaymusic.com>

Sources used:

All Sources must be cited on a Word Document. Use Citation Machine

www.citationmachine.com or Easybib www.easybib.com when creating your citations. Then copy them all to one page.

For example:

Picture of girl crying

"Don't Let This Be You" www.whennohope.com

Facts about cyberbullying:

"Statistics about Cyberbullying" www.cyberbullyinginschools

Include a minimum of the title of the Web site and the link.

Creating your Public Service Announcement:

Now that you've finished planning your public service announcement, it's time to begin assembling your final presentation.