12/15/11 - do we need to meet to finalize the production notes to turn in for this week? let me know if yall want to and I can meet whenever.
I'm available...

It's done! Click on the YouTube Link below and see what you think. It's not too late to revised....please feel free to comment. You won't hurt my feelings. I noticed that some of the other groups have several versions...

http://www.youtube.com/watch?v=Oq1qtYDJ5n8&feature=plcp&context=C22cc7UDOEgsToPDskJpZA6vt6pgwoHUjDaprT_6

ok, the scene "mvi_5037" is funny

Looks good - the end audio repeats the tag line twice. Maybe cut it to have it say it one time.

Pam- I thought the double tag was for emphasis.

Sorry - I didn't know which one I like better. I should have cut one for you. The video looks great.

12/13/11 - I'm working on the revised document from Week 3 for us to turn in. For talent do we need to include than names of the people we filmed?

12/11/11 - I'm working on the video and should have it in the dropbox folder by the end of tonight. Way too much footage but that way we have some to play with. UPDATE - files are uploaded. I can make mp3 files of the voiceovers tomorrow and put them in the dropbox tomorrow night. Dropbox is blocked at school. :(

thats lame, but i can see kids abusing it big time though. anything i can do to help?

12/8/2011 Please note the changes on the activities schedule below. See if this works for you. If not, make changes or comments. Casey delivered his footage through Dropbox and it works great. If you join, I think you can view it too?

12/8/11 - my grandmother passed away and the funeral is Saturday. I will be trying to get the footage done on Sunday. Hopefully that will work.

- sorry to hear about your loss. let me us know if we can do anything to help out.

Sorry about your loss, Robin. I think Sunday will be great. I am already getting Ana and Casey's

footage, so I can begin editing this weekend. We'll add yours in later.

** can we decide on a time, preferably by Wednesday, to get everyone online so we can decide who wants to do what and what needs to be done? I am available Mon - Wednesday after 7pm. (Thrs, Fri, and Sat I am reffing basketball games. if I cant meet on any other day then let me know what I need to do.)

Monday or Wednesday would be great for me but the earliest I can meet online is 8 due to the fact that I work with Teen Parents after school. Tuesday and Thursday the earliest is 9.

Wednesday is the only night I cannot meet as my children are involved in activities at church. Monday would work for me. I agree about meeting after 8pm when my kids are in bed. Closer to 8:30 would actually be better, but I can make 8 work if needed. Do we want to video conference through Google + or Skype, or continue to use this and the chat feature? I'm open.

We also need to decide where we are going to dump the video in order to be able to put it together.

we could do dropbox, we get 2 gigs free i think.

I would like to do the editing...You guys can just email me your files....that would make it easier...

—

EDLD 5363 - PSA Collaboration Notes

Robin - purple

Pam- pink

Ana - Burgundy

Casey - Blue

Pam - Any ideas on topics? I think it would be cool to have a PSA about the ethics of remixing music found on the web...but I'm open to suggestions. I recreated the information table below. Note: Google tables do not have the merge feature without using HTML.

I was thinking about staying safe online, but I like addressing ethics of using information you find online. I have a huge issue with that on my campus and it would be cool to have something to use to teach the staff and students.

I like the one about *protecting your digital footprint*... I think we are, as a society, completely oblivious about the consequences of revealing too much of our lives online.

I think that might be a good one, too...we could come up with some good shots for that one.

There are good statistics out there about how colleges look at your online happenings as well as job recruiters.

Agreed. As well as companies checking up on their potential and current employees to verify applications or decide on employee retention.

I think we might direct it at high school and college students to protect their futures.

I like that idea. They are really who we should teach to protect themselves.

We have a topic!

Let me know if we need stills (pictures) to be shot. I am an amateur photographer.

Who has a camcorder?? (11/29/11)

Can we use our cell phones? My video recording ability on my phone I think is decent. I can check with our school library for a flip cam if needed.

I agree, Casey...my cell phone takes pretty good videos. It would be easier if we split up the scenes and each did one, except for the person who would do 1 and 5.

I have one. I agree that Flips are good and most phones are good. Sound is always the issue.

I have a flip cam... I think it is just more difficult to edit than a regular camcorder, but we could use it. (11/30/11)

I don't have a flip cam but I used my phone...once it was uploaded, it edited quite easily...Are you talking about editing PRIOR to uploading?

No, just that the flip software is glitchy and going out... It takes a while for me to upload and get the video to be used on another software, but it's doable once the flip software is disabled.

I found this list online for ideas for PSAs:
http://powayusd.sdcoe.k12.ca.us/teachers/jismay/video/PSA%20LIST.htm

Idea list for PSA:

- ethical use of music
- staying safe online
- protecting your digital footprint
- plagiarism
-

General Information:

General Information	
Name(s)	**Pam Mahalec, Robin Young, Casey Smith, Ana McKinney**
Project title	**Think Before You Link**
Purpose	**Protecting Your Digital Footprint**
Audience	**High School and College Age Students**
Program length	**60 seconds**
Costumes	**casual business attire, student in normal clothing**
Sets	**Office scene, party scene**
Props	**computer monitor, keyboard, resume or application, screen shots of fake credit cards and fake ID?**
Locations	**home office, business office,**

Crew	
Director(s)	**All**
Scriptwriter(s)	**Casey Smith**
Talent	**Brandon McKinney**
Camera	**All**

operator(s)	
Editor(s)	**Pam Mahalec**

Schedule of Deliverables

Project phases	Due date	Owner
Idea, outline and script	**12/4/11**	*Group collaboration*
Scene 1	**12/11/11**	**Robin Young**
Scene 2	**12/11/11**	**Casey Smith**
Scene 3	**12/11/11**	**Ana McKinney**
Voiceover Narration	**12/12/11**	*Robin Young*
Editing	**12/14/11**	*Pam Mahalec*
Proofing	**12/16/11**	*Group Collaboration*
Final Cut	12/17/11	Pam Mahalec

Script Outline

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

I. Student goes online to post pictures and inappropriate messages (camera shows student typing at computer and then zooms in to see what they are posting)

2. Who sees what you post?

- **Family - quick scene of mom disgusted about postings**
- **College admissions - maybe write "rejected" on the application after Googling the name**

Casey,I think we need to be hyper vigilant in this assignment about using any names like Google or Facebook...

Makes sense, I'm for it.

- **Employers - person looking at application and then looking at the google results, shaking their head)**

I still think it would be a little more original if we used the pics circling over their head instead of referring to Facebook. I also think we need to be very careful about singling out Facebook...we need to refer to Social Media or something like that...

I am not sure how to get the pictures to float over the head? Maybe more focus on the facial expressions more than the screen. Maybe the student could be talking on the phone about what they are about to post. That way a name could not be mentioned and we do not have to fabricate any pictures.

The screen does not need to be shown. Only the face of the person lit by it.

I can do this...it's in the editing...not in the photography....you would insert stlills into the footage that have been "photoshopped"...

- **Hackers - identity theft - maybe create a fake license with person's info such as address and birthday but have a girls name but have a guy's picture for the pic ID part, along with a credit card with that name on it.**

This has been done before...perhaps rethink this?
I think we need to concentrate on one "danger". Since it would only last one minute. The concept of college or job applications being denied is enough.

I agree with Ana.
This has been cut from the script.

3. **What can you do to prevent this?**
   - **Be careful about what information you put (have that person erase their personal info such as birthday)**
   - **Don't write something that may come back to haunt you**
   - **Be careful of pictures that you post**

4. **Closing - for more information go to www.????.com**

Unless we are going to create a website, we need to leave this off. Remember, it will be on YouTube.

just a quick sketch of my interpretation of what was stated earlier from my head.

Narration Script

Add a copy of your narration script here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Scene 1 - A student logs on to a social site (ex. Facebook) and had mean/uncalled for posts about another made up person and post a picture of themselves partying a little too much. Student stops to think about what they are posting right before hitting the publish button - transition effect to show thinking mode.

Info slide - Title "What Could Happen If I Post This?" Or voiceover?

I agree most of the content should be voiced-over. That way we do not need to show any images singling out any particular social network.

Scene 2 - "The Employer" - A possible employer is sifting through applications and logs on to Facebook to check on possible highers. The employer looks on Facebook and notices the postings and shakes head in disgust. Camera shows employer tossing that person's application in the trash with a sigh of disappointment.

*Needs: Can film in a principal's office and possibly bribe the principal to take part in the filming. The logic to this being they are already dressed up and have a professional employers set up ready to go. We will have to create a fake Facebook ** (see comments below) page to load on the computer to show the employer looking at in disgust. * Pam, you created an awesome fake in our last partner class, do you still have it? * We will also have to some applications printed so that one can be thrown away.*

Casey, that FB page was specific to the assignment. I think we might be stepping on toes with that (copyright). Perhaps just a big FB or some other pseudonym ...we don't actually need a closeup of the page. That's the way that they do it on TV frequently. We probably want to be very careful about actually using their page or a simulation. It would be easier to zoom in on a big FB or MYPAGE or something else and then zoom out to the picture. If you've ever noticed, they don't actually use Facebook on the TV programs unless it's a real story.

Scene 3 - "Family" - Mom/Dad is checking on their own Facebook page and sees what their child has posted and has a look of shock on their face, as they call out the student's name to have them explain this posting online.

Needs: can be filmed in a home office setting. Need a person who could fit the part of a parent, I would do this but I am too baby-faced to pull it off realistically (I still get carded at the theaters :p) Camera shows parent logging in and sees the posting of the student.

Scene 4 - "College Admissions Office" - A college admissions officer is looking through applications and googles the name. Shot of their shocked face as they see what appears on the screen. They write/stamps "rejected" on the application. I just found a website on this that says admissions offices don't really have time to check

FB pages...but parents of potential roommates do!

Some colleges will actually take the time to do it. Depending on the "quality" of the college and the restrictions on admissions.

Needs - A person in professional clothes in an office. Could go to a college campus and have them put a rejected stamp on the application. Need an application filled out to be rejected. (I can create this in a lot less time...and I work at the admin. bldg. so it would be easy to get someone to let me get this shot.

Scene 5 - "Be Careful of What You Post...You Don't Know Who Can See It" - Transition back to the student who deletes what he is about to post. Student logs back on to Facebook and deletes the personal and/or negative postings. The student turns to the camera after editing their mistakes and gives a thumbs up. I really like this! (LOL - It's very Ferris Bueller!!)

Needs - scene goes back to the home office. the student edits their posting with the camera catching the student and can add a screen video recording of what has been edited.

**** I was just trying to throw out a general idea of something we could do. feel free to modify or change as needed. - Casey**

Shot List

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Name(s)	**Pam Mahalec, Robin Young, Casey Smith, Ana McKinney**
Project Title	**Suggestion: "Think Before You Link" (I like it!)**
Shot Number	**1**
Location	**At home**
Talent	**student**
Props	**computer, fake facebook page (we need to not single FB out...this is also done on MySpace and YouTube...**

Special Equipment	
Shot Number	**2**
Location	**Office setting**
Talent	**Human Resources Worker (Tim Duggin)**
Props	**Computer, applications, trashcan**
Special Equipment	
Shot Number	**3 - Deleted due to time issues**
Location	**home**
Talent	**parent**
Props	**computer**
Special Equipment	
Shot Number	**(4) Scene 3**
Location	**office setting**
Talent	**college admissions (Brandon McKinney)**
Props	**computer, application, rejection stamp**
Special Equipment	
Shot Number	**5**
Location	**same as scene 1 - at home**
Talent	**student**
Props	**computer**

Special Equipment	
Shot Number	
Location	
Talent	
Props	
Special Equipment	
Shot Number	
Location	
Talent	
Props	
Special Equipment	
Shot Number	
Location	
Talent	
Props	
Special Equipment	

Copyright Information

Note any citation and fair use guidelines to any visual or audio assets you use in your public service announcement here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Are we in need for copyright issues? Everything we are planning to do seems to be original and we are not using sites such as Facebook or anything like that, so is this needed?

Most likely just a creative commons mention.

The website we used for the computer shot during the college admission scene belongs to my husband. No copyrights needed unless you deem it necessary. www.whiteapplemultimedia.com

Employer Scene - rough draft

part 1 - Employer is sitting at desk, looking through applications. He sees an application that he likes.

part 2 - employer turns to computer to check on applicant status, seeing something that he is disappointed about.

part 3 - after shaking his head in disappointment, he crumbles application and tosses in trash can

part 4 - employer goes back to looking at applications.