**Africa Public Service Announcement (PSA)**

You will select and research an issue that affects the people, animals, and/or environment in Africa using the links below or a Google search, which you may access on my website or Google Classroom. Choose a topic that is near and dear to your heart – you could start a movement! No overlap on topics, so first come, first served.

* **Global Issues in Africa:** <http://www.globalissues.org/issue/83/conflicts-in-africa>
* **General Global Issues:** <http://www.livebinders.com/play/play_or_edit?id=284406> (click tabs)
* **Global Issues:** <http://www.globalissues.org/article/84/conflicts-in-africa-introduction>
* **United Nations**: <http://www.un.org/en/sections/issues-depth/africa/index.html>
* **The Globalist:** <http://www.theglobalist.com/issues/>
* **International Fund for Animal Welfare:** <http://www.ifaw.org/united-states/solr-search/Africa?filters>=
* **Coastal East Africa:** <http://www.worldwildlife.org/places/coastal-east-africa>
* **Congo Basin:** <http://www.worldwildlife.org/places/congo-basin>
* **Madagascar:** <http://www.worldwildlife.org/places/madagascar>
* **Namibia:** <http://www.worldwildlife.org/places/namibia>

**Instructions:** You and your partner(s) will create a PSA to raise awareness about your chosen issue in Africa, in addition to offering ways that others could *realistically* help lessen this problem. You’re encouraged to make your PSA a video by using iMovie or Adobe Spark, but may use other creative apps. You will have 2 days to research and 2-3 workdays to put your presentation together.

**\*Make sure to bring your iPad charged every day and to contribute equally to your group**.

**Guidelines to make your PSA informative & persuasive:**

Your goal is to motivate your classmates to *care about your topic* & *take action* by using a combination of **ethos** (ethics: is it right or wrong?), **pathos** (emotional appeal) & **logos** (logic/facts).

**1. To make your PSA *informative* (logic/facts):**

* 1. **Statistics:** This includes the most current data and numbers that can’t be argued with. *This particular step is how you get your audience to care, so make it count!*

* 1. **Facts/Information:** **All required information listed on the PSA rubric** **must be typed into your video and in the same order as the rubric** to give your classmates a clear overview of your topic, as well as a visual to read from (even if you choose to narrate your facts).
     + Unlike Google Slides presentations, ***PSA videos*** ***only show one fact at a time*** so that your audience has enough time to read the fact and see the picture/screen recording behind it, before your video transitions to the next fact and picture/screen recording.
     + Make sure that you ***time your transitions*** to give the audience enough time to read the fact and see the visual, before you go to the next fact and visual.
     + PicCollage is great for typing each fact onto a separate picture to *then* upload it to iMovie or Adobe Spark. Also, Adobe Spark allows you to do screen recordings if you would like to experiment with that. **Creativity is always encouraged!** ☺

1. **To make your PSA *persuasive* (emotional appeal):**
   1. **Pictures:** Only use pictures/screen recordings that relate to your topic throughout your PSA, but **please do not traumatize** your classmates with *overly graphic pictures* (example: PETA). To ensure the audience connects emotionally, alternate between sad and sweet pictures.

**\*Note:** All visuals should *only be about your topic*, so there should be no group “cameos” in your

PSA. ☺

* 1. **Music:** PSAs typically use music, which should match the mood of the topic, and may also be accompanied by voiceover (which is when you narrate the information that is typed on your video/presentation).

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_ PSA topic:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name(s) of Partner(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Presentation Days: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Africa Public Service Announcement Rubric**

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| --- | --- | --- | --- |
| **PSA Video Requirements:**  **\*Make sure to use pictures/screen recordings throughout your PSA** | **Student**  **Checklist** | **Teacher**  **Grade** | **Teacher comments** |
| **1) Intro to your PSA:** Include your topic (as the title), students’ first and last names, class period & picture(s) that draw in your audience. |  | \_\_\_\_\_\_/**5** |  |
| **2) Clearly introduce your PSA topic:** Using specific names and details, briefly state/summarize ***who or what*** is affected, ***what*** exactly is happening, ***where*** it’s going on, ***why*** it’s occurring, and ***how*** it came to be. **\*This is typically done in one or two sentences.** |  | \_\_\_\_\_\_/**10** |  |
| **3) African map or graphic of the issue:** To show your audience a map or graphic of the area(s) in Africa that your issue occurs. |  | \_\_\_\_\_\_/**10** |  |
| **4) Causes, details & statistics of your topic:**  a) **Causes:** Using specific names and details, elaborate on the following:  - ***Who or what*** is affected?  - ***Who*** is responsible for this issue occurring or ***who*** does it benefit?  - ***What*** are the main causes of this issue or ***what*** are some beliefs  behind this topic that allow it to happen?  - ***When*** did this issue begin?  *-* ***Where*** does this issue exist or ***where*** are these people, animals,  goods/products being sent?  - ***Why*** is this issue happening or ***why*** is it not being fixed?  *-* ***How*** did this human, animal, environmental issue come to be?  b) **Details & Statistics:** This is where you include the *specific details* and  *statistics/numbers* that cannot be argued with, such as the following:  🡪 How many does it affect? In what amount of time? How much is  profited or lost? What’s the GDP per capita? What’s the cause and  effect of this issue? What’s the motivation behind this problem?  Why people don’t do more about it? |  | \_\_\_\_\_\_/**20** |  |
| **5) Realistic solutions to this problem:**  a) What can people and kids your age *realistically* do to lessen or even help fix this issue on a day-to-day basis?  b) What are some short-term & long-term ways to fix this issue?  **Examples:** Boycotting, raising awareness, signing petitions, actions that can  be taken, volunteering, programs, etc.  c) List any specific organizations or websites where your classmates could  volunteer their time, sign petitions, or donate money to help your cause.  **Example:** World Wildlife Fund ([https://www.worldwildlife.org/#](https://www.worldwildlife.org/))  **You’re never too young to make a difference!** |  | \_\_\_\_\_\_/**20** |  |
| **6) Closing slide:** This can be a famous quote or brief one-liner that serves as a final emotional appeal to your audience as a call to action. **Example:** “Be the change you wish to see in the world.” – Gandhi    **\*Make sure to include a cute picture to tug at your audience’s heartstrings!** |  | \_\_\_\_\_\_\_/**5** |  |
| **7) Works Cited Page:** Include at least 4 websites you used for your research, which can be done like movie credits at the end of a movie. |  | \_\_\_\_\_\_/**10** |  |
| **8) Effectiveness:** Your group followed directions closely and did a great  job on making your presentation effective, meaningful & persuasive. |  | \_\_\_\_\_\_/**10** |  |
| **9) Conventions:** Information on your PSA must be typed in *complete sentences*, and have *correct spelling*, *grammar*, *punctuation* & *capitalization*. |  | \_\_\_\_\_\_/**10** |  |
| **FINAL MAJOR GRADE** | | **\_\_\_\_\_\_\_ / 100** | |