Group Members

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**Media Campaign Project Planning Worksheet**

Name of your Cause/Group:

Rationale (research based) :

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| --- |
|  |

Goals of your cause (Mission):

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| --- | --- | --- |
| **Target Audience** | **Action to Take** | **Media Channel** |
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|  |  |  |

Group Logo (draw it):

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|  |

Slogan:

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**Approved/More work needed**

**Print Ad Piece**

Each member must complete 1 print piece that includes a slogan, logo, and visually appealing layout. Each member must use a different format.

* Flyer/Brochure
* Magazine/Newspaper Ad
* Poster

* Mailer/2-sided Postcard
* Facebook/Website page
* Other student-generated ideas

**Approved/More work needed**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Student** |  |  |  |  |
| **Medium** |  |  |  |  |
| **Target Audience** |  |  |  |  |
| **Propaganda Technique(s)** |  |  |  |  |
| **Rhetorical Appeal(s)** |  |  |  |  |
| **Research Used** |  |  |  |  |

**Non-print planning**

Use this chart to plan your non-print media piece. Work with your group to establish a scenario; then, based on your research determine your goals, reasons, and facts. Next decide how to use persuasive and rhetorical appeals in your ad. When you receive approval, you may begin creating your ad.

**Approved/More work needed**

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| --- | --- |
| **Medium** |  |
| **Target Audience** |  |
| **Scenario**  What will the scene be? |  |
| **Goal**  These words will flash across the screen or be on a slide |  |
| **Reasons**  Voiceover or slide explains the problem while image shows problem |  |
| **Facts**  Voiceover or slide discusses the facts from your research while image shows facts |  |
| **For More Information**  Show contact info (can make up website) |  |
| **Propaganda Technique(s)/why** |  |
| **Rhetorical Appeal(s)/why** |  |
| **Research Used** |  |

**Multi-Media PSA**

All members must collaborate to create a group multi-media public service announcement that incorporates sound, images, and video.

* TV ad (30-60 sec)
* Prezi Presentation
* Power Point Presentation

If you choose to do a video (recommended), you may use other students as secondary actors, but your group members should be the primary actors.

**Division of Labor**

You will need to choose 1-2 jobs to contribute to your group project. Some jobs require more time, so be careful to choose jobs that ensure everyone is working with about the same amount of responsibility. Remember, you will complete a group member evaluation at the end of the project. You must get this approved before you start working.

**Approved/More work needed**

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| --- | --- | --- | --- |
| **Job** | **Student** | **Job** | **Student** |
| **Idea pitch (planning page chart next page)**  With help from group, fills out chart and gets it checked by Mrs. Fron. |  | **Storyboard /slide planner**  With help from group, plans out slides or frames and includes audio and visual information. |  |
| **Script writer (video only)**  Writes dialogue as script for actors to use. |  | **Photographer (video only)**  Records scenes according to storyboard and submits best takes to editors. |  |
| **Actors (video only)**  Contributes to script, helps supply props, memorizes lines to act in video |  | **Editors (slides or video) 1-2**  Edits video and adds music, voice files, other sounds, titles, credits or organizes slides and creates formatting, titles, transitions, ads sounds files and images. |  |
| **Proof-reader**  Read through all titles, slides, any written piece and checks for correct punctuation, grammar, and spelling. |  | **Annotated bibliography**  **(editor)**  Everyone completes his/her own annotated entry and the editor puts it into one document and verifies correct formatting. |  |

Tips to keep in mind:

* Grab your audience's attention. You might use visual effects, an emotional response, humor, or surprise to catch your target audience. Be careful, however, of using scare tactics. Attention getters are needed, but they must be carefully selected. For example, when filming a PSA about controlling anger, a glass-framed picture of a family can be shattered on camera. This was dramatic, but not melodramatic. Staging a scene between two angry people to convey the same idea is more difficult to do effectively.
* Create a script and keep your script to a few simple statements. A 30-second PSA will typically require about 5 to 7 concise assertions. Highlight the major and minor points that you want to make. Be sure the information presented in the PSA is based on up-to-date, accurate research, findings and/or data.
* After you have drafted your script, then create a storyboard of your PSA.