

It's Your Voice PSA Lesson Plan

Standards/Benchmarks

Common Core: CCSS.ELA-Literacy.W.11-12.6, CCSS.ELA-Literacy.W.11-12.7, CCSS.ELA-Literacy.W.11-12.8, CCSS.ELA-Literacy.W.11-12.9

ISTE: 1d, 2c, 3d, 4a, 6a, 7d

AASL: I.A.1, I.B.2, I.C.4, IV.A.3, IV.B.3, VI.A.3, VI.B.1, VI.C.1

Learning Outcomes/Objectives

The student will create a PSA that gives information, provides a solution, or brings awareness to a social issue faced by teens.

Assessment

It's Your Voice PSA Rubric:

- One conference with teacher
- Must include at least 5 facts/information points
- Assignment is worth 100 points
- To receive an A grade, you must submit your PSA to Teen Health and Wellness

Video:

- No more than 2 minutes long
- No copyrighted work
- No profanity or inappropriate language
- All videos must be original
- Music and pictures should match the tone of the presentation
- Sound should stay consistent throughout
- All team members (including on-screen performers) must sign a release form to have their PSA published on Teen Health and Wellness

Resources

Computer

Access to Teen Health and Wellness database

Video production software (i.e., iMovie)

Instructional Plan

Introduction

Build background knowledge by watching examples of PSAs, both on Teen Health and Wellness and from professional sources. Discuss what catches interest and makes the PSAs effective or not effective.

Here are some examples of student-created PSAs on Teen Health and Wellness:

Tobacco and Nicotine

<https://teenhealthandwellness.com/article/333/1/what-is-tobacco>

Stress

<https://teenhealthandwellness.com/article/314/1/defining-stress>

Ketamine

<https://teenhealthandwellness.com/article/201/3/ketamine-users-and-pushers>

Volunteering and Activism

<https://teenhealthandwellness.com/article/347/1/the-power-to-change-the-world>

Day 1

a. Instruction on ethical use of resources.

- i. Plagiarism
- ii. Photos
- iii. Music
- iv. Protecting personal works
- v. Citation
 1. Annotated
 2. MLA 8 format
 3. Minimum of 4 sources (this will include pictures and music)

b. Finding reliable sources

- i. Teen Health and Wellness
- ii. Checking site publisher in another browser
- iii. Annotating sources to explain why they were used; stating reliability

Days 2-4

Students work on their videos. Conference with teacher to check how students are progressing.

Day 5

Students put their videos together and export files in the correct format for submission to Teen Health and Wellness.

Day 6

View the class videos and offer feedback.

Exit slip

Have students identify one thing they learned, either orally or written.

Lesson plan created by Ruth Thoreson, Information Literacy Specialist/Teacher Librarian at Johnston High School; Johnston, Iowa.

It's Your Voice PSA

Content	15 Students create an original, accurate, and interesting PSA that adequately addresses the issue.	10-14 Students create an accurate PSA that adequately addresses the issue.	5-9 Students create an accurate PSA but it does not adequately address the issue.	0-4 The PSA is not accurate.
Fair Use	15 The PSA follows fair use for all music, pictures, and sound effects that are included. All text is the original work of the group members or is used with permission.	10-14 The PSA follows fair use for most music, pictures, and sound effects that are included. All text is the original work or is used with permission. There are some minor issues with copyright and fair use.	5-9 Most of the PSA is the original work of the group members, but some material is used without permission or in violation of copyright.	0-4 The PSA does not follow fair use practices. Text, pictures, sound effects, and/or music is used without permission and/or in violation of copyright.
Collaboration with Peers and Teachers	15 Almost always listens to, shares with, and supports the efforts of others in the group. Conferences with teachers to make sure work is correct.	10-14 Usually listens to, shares with, and supports the efforts of others in the group. Does not cause problems in the group. Conferences with teachers to make sure work is correct.	5-9 Often listens to, shares with, and supports the efforts of others in the group but sometimes is not a good team member. Conferences with teachers but fails to make corrections.	0-4 Rarely listens to, shares with, and supports the efforts of others in the group. Often is not a good team member. Does not conference with teachers.
Technical Production	15 Tone and voice convey emotions and match the theme of the PSA. The recording is clear and loud enough to be heard. Background sounds and effects blend with the PSA's message.	10-14 Tone and voice frequently convey emotions and match the theme of the PSA. The recording is clear and loud enough to be heard. Background sounds and effects usually blend with the PSA's message.	5-9 Tone and voice frequently convey emotions or match the theme of the PSA. Most of the recording is clear and loud enough to be heard. Background sounds and effects sometimes distract from the PSA's message.	0-4 Tone and voice rarely convey emotions or match the theme of the PSA. Recording is unclear and/or not loud enough to be heard. Background sounds and effects absent or distract from the PSA's message.
Contest Requirements	10 PSA meets all contest criteria and is submitted to Teen Health and Wellness.			0 PSA does not meet contest criteria and/or is not submitted to Teen Health and Wellness.
AB Rough Draft	10 Handed in on time.			0 Not handed in on time.
Annotated Bib Final	20 All formatting correctly done using MLA 8.	15 Most formatting done using MLA 8—no more than 3 errors.	10 More than 3 errors or using MLA 7.	0 More than 4 errors or no conventional formatting.
Total Score	100			

Additional notes: