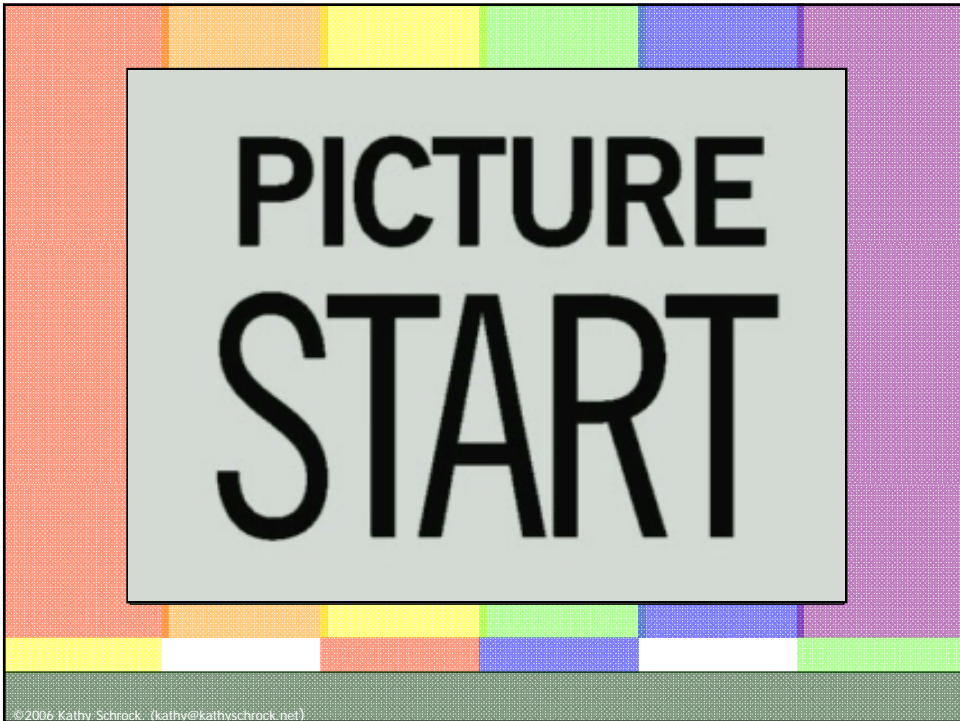


**Supporting Web Site**

<http://kathyschrock.net/psa/>

The graphic features a background of vertical color bars in red, orange, yellow, green, blue, and purple. A dark green banner at the top contains the text "Supporting Web Site". Below it, another dark green banner contains the URL "http://kathyschrock.net/psa/". To the right, a screenshot of a web browser shows a page titled "WE INTERRUPT THIS BROADCAST" with a sub-header "HOW PICTURE STARTS ENHANCES LEARNING IN THE CLASSROOM BY KATHY SCHROCK". The page lists "Flackback PSAs" and "Student-Produced PSAs" with bullet points.



**PICTURE  
START**

The graphic features a background of vertical color bars in red, orange, yellow, green, blue, and purple. A large grey rectangle in the center contains the text "PICTURE START" in bold, black, sans-serif font. At the bottom left, there is a small copyright notice: "© 2006 Kathy Schrock. (kathy@kathyschrock.net)".



## Program Line-Up

- PSA background
- Flashback PSA productions
- Qualities of a PSA
- Links to classroom use ideas
- General video principles
- Student PSA productions

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## Background on the PSA

- FCC definition
  - promotes programs, activities, or services of federal, state, or local governments or the programs, activities or services of non-profit organizations
- Milestones in the PSA
  - Entry into WW II
  - AdCouncil
  - Anti-smoking
- Famous lines
  - Loose lips sink ships!
  - Give a hoot, don't pollute!
  - A mind is a terrible thing to waste.

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# Flashback 1



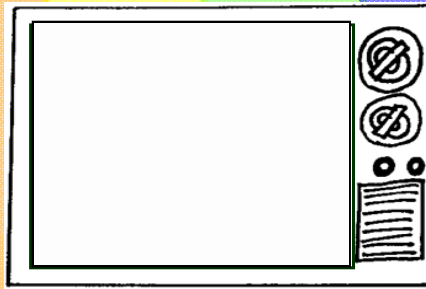
© 2006 Kathy Schrock. (kathy@kathyschrock.net)

# Flashback 2



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## Flashback 3



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## Flashback 4



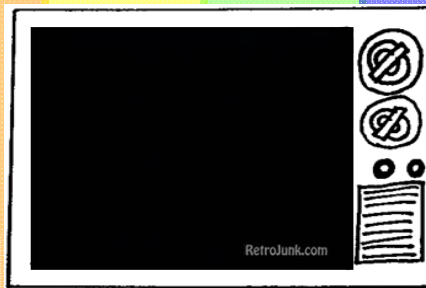
© 2006 Kathy Schrock. (kathv@kathyschrock.net)

## Flashback 5



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## Flashback 6



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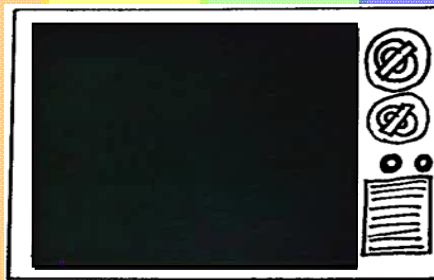


## Flashback 7



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## Flashback 8



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## Public Service Announcements

### Elements

- Audience
- Main point
- Specific action to be taken
- Attention-getting techniques
- Visual and audio elements used

### Technical Guidelines

- 30 seconds long or less
- Grabs attention
- Makes one point
- Proposes action
- Includes accurate facts
- Narration or voice over
- Videos or images
- Text and music

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## The PSA in the Classroom

- Lesson plans and units
  - P.O.V. 2004: Why vote?
  - iLife Lesson: Public Service Announcements
  - NCTE: Campaigning for Fair Use
  - PE Central: Health PSA
  - Adobe Digital Kids Club: PSA
  - Media Awareness Network
  - Vivian Nationales Unit

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## Student produced-videos

- Hard to find quality examples
- Use broadcast TV and online TV sites
- Online video-upload sites
  - Google Video
  - YouTube
- Three basic video techniques to help

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## Technique 1: Rule of Thirds



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## Technique 2: Shot Angles



<http://www.aber.ac.uk/media/Documents/short/gramtv.html>

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## Technique 3: Shot Types



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## Surfing: The Anti-Drug



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## Possibilities of Web Logs



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# The Right and Wrong of Safety



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# CyberPredator

24 % of students say  
they see nothing  
wrong chatting with strangers

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# What's in your mailbox?



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# Get Fit



© 2006 Kathy Schrock. (kathy@kathyschrock.net)



# Have a Good Attitude



© 2006 Kathy Schrock. (kathy@kathyschrock.net)

# Good Friend



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