



Lesson Title: Public Service Announcement

<p>Opening:</p> <p>Drawing review.</p>	<p>Review video segment, specifically the part about judicial system, its boundaries and ordinary citizens.</p>	<p>Students will share their interpretation of how the judicial system works to provide boundaries, but also how ordinary citizens play a part in the process.</p>
<p>Authentic Assessment:</p> <p>20 - 30 minutes</p>	<p>Handout authentic assessment project criteria – communicate criteria and expectations. Give due date.</p> <p>*Show PSAs – have students create one of them.</p>	<p>Follow along – ask clarifying questions as needed.</p> <p>*With given criteria, create a PSA on self.</p>

PSA – Guidelines for Rubric

When you think of advertising, images of commercials for sports cars, cereal or upcoming movies may come to mind; however, not all advertisements are about selling a product. There are organizations that utilize various forms of media to raise awareness of, gain support for and inspire action on behalf of social issues or disadvantaged communities. These types of advertisements are called public service announcements, or PSAs.

An effective PSA should accomplish the following:

- Capture the audience’s attention and leave a lasting impression.
- Make the audience aware of how your knowledge of civic duty can lead to a civically virtuous society.
- Demonstrate how you have taken action, or how your audience can make action and do their civic duty, or support your community.



All PSAs should include:

- Positive contributions that you have made or information educating the community on their civic duties.
- A creative slogan.
- Pictures and/or graphic organizers.

Some PSAs may include music and video, depending on your chosen media.

Special Needs of students are considered in this lesson:

Students are put into flexible grouping scenarios that will address all learning modalities including special need students within our full inclusion program, as well as EL Learners. This is a hands-on learning environment with plenty of opportunities for movement, verbal and non-verbal communication.

Extension Ideas:

This lesson is designed to get students thinking beyond the classroom, into the community, but could easily be taken beyond the community and into a bigger audience base within the U.S. by putting PSAs on teachertube.com or other media forms.