

## 2020 Voting or Census Project

**Description:** In your Social Studies class you have been learning about the importance of all people being counted in America and why the Census is important.

**Prompt:** Create a Public Service Announcement encouraging all people who live in California to participate in the 2020 Census OR 2020 Election .

**Directions:** You can create a video, blog, written article or ad, or come up with any other way you believe will be effective in informing and encouraging California's to make sure they are counted and their voices are heard in our upcoming Census or Election. Complete the following steps and answer the questions on a separate piece of paper before creating your PSA

### Step 1: Thinking About PSAs

1. After watching a few PSAs, discuss each one using the questions below:

What is the main message of the PSA? Does the message persuade you? Why or why not? How did the producers use words and pictures to get across their message?

How did the actors portray the message?

Were any voice overs used? How were they used?

If you were going to film a PSA about this topic, list two changes you would make in it.

2. After answering these questions for a few different PSAs, try to decide which PSAs work best and why?

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### Step 2: Research Topic

Do some research on your topic using the Internet and other sources such as newspapers, magazines, books, and nonprofit organizations. Find statistics if you can.

- Consult a wide variety of sources in your research to get a good sense of all perspectives surrounding your topic.
- Remember that information online is not always reliable, so make sure to confirm any facts you find in at least 2 to 3 resources.
- Make sure you have a good base of research and a strong understanding of the topic before moving on to Steps 3 and 4.

### Step 3: Thinking About Solutions

Imagine what could be done to solve this problem. Think about these questions:

- What would you do if you were in charge of a national campaign to fix this problem?
- What are some other solutions to the problem?
- Can you imagine what would happen if people started to act differently to solve this problem?

#### **Step 4: Planning Your Own PSA**

PSAs are usually about 30 seconds long or less. Think about how you would create a PSA on your topic. Use these questions as a guide:

- What type of words should flash across the screen to convey your message or goal? Think of a catchy phrase or slogan.
- How could you discuss the reasons in the video? How do you convince people to listen to your message?
- What are your facts? How will you share these facts dramatically?

#### **Step 5: Preparing to write PSA**

- Show teacher your completed Qs and pick up a Graphic Org

