

Anti-Bullying Week

Bullying Prevention

8TH GRADE



**How can we inform/bring
awareness about something?**

What is a PSA?

- Stands for **Public Service Announcement**
- Short **30–90 sec message** in the public interest with the goal of **raising awareness** or **changing attitudes/behaviours** towards an issue
- What are we making aware this week?

Attract Your Audience

- Who is this for? Teachers? Students? Adults? Children? Everyone?
- How can we attract an audience?



Deliver a core message/have a slogan

- Have a clear and direct slogan.
 - Ex: Only YOU can prevent forest fires.
 - Ex: People can start pollution. People can stop it.
- What is the message in the following video?



Propose a Solution

- Motivate the audience to act.
- What can they do what can you do?
- Are there resources?

Ways to Hook

- **Emulation**—suggests qualities that others may want to imitate
- **Bandwagon**—suggests that everyone's doing it so you should too
- **Injustice**—shed light on problem to get others to act

**What can we do to make an impact
in a anti-bullying video? Special
effects? Mood? Music?**

Group Roles

Facilitator

- Makes sure that all group **members understand** the concepts and the group's conclusions.
- Starts the meetings, introduces each topic, and **keeps the group on task** and oriented towards its goals.

Monitor

- During disagreements or conflicts, clarifies the arguments and proposes suggestions for **resolving dispute**.
- Ensures that all group members have a chance to **participate and learn**; may elicit comments from members if they are not participating.

Timekeeper

- Keeps **track of time** during meetings to **avoid spending excessive time on one topic**. This is best handled by deciding how much time will be allocated to each issue in the agenda, and **letting everyone know** when this time is up. It is also useful to point out when time is almost up so that issues can be wrapped up appropriately.

Note Taker

- Takes **notes** during meetings to keep a record of what has been decided

PSA Planner

Engaging Lead: (Wow Fact, Shocking Statistic, Quote, Image)

Topic/Problem

Supporting Facts/Statistics

Supporting Facts/Statistics

Possible Solution

Possible Solution

Call to Action:


Let's Get Started – Graphic Organizer/Storyboard

Storyboards

- Graphic organizer that plans a narrative
- Powerful way to visually present information

Let's do one together.

TITLE: EASY LICENSING by SONGI.FY

FRAME 01		ACTION POLICE CAR SPEEDS TOWARD CAMERA
		VOICEOVER EVER WANTED TO USE YOUR FAVORITE SONG AS A SOUNDTRACK?
FRAME 02		ACTION POLICE ARRIVES AT YOUR HOUSE.
		VOICEOVER COP: YOU'RE COMING WITH ME BUSTER. HERO: WAIT, WHAT?
FRAME 03		ACTION COP SPEAKING
		VOICEOVER YOU SHOULD HAVE USED SONGI.FY!

PSA STORYBOARD

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STORYBOARDS SHOULD INCLUDE

- Sketch
- Description
- Camera Angles (if needed)
- Audio Notes (Voice Over, Music, etc.)
- Graphics/Text