Public Service Announcement Lesson Plan

**Objectives:** Students will be able to:

- Write or Communicate a persuasive effective message
- Use filming equipment and video tools to create a 30 second video public service announcement (PSA)
- Learn about the health concerns between overweight/obesity and health issues
  - Hypertension (high blood pressure)
  - Osteoarthritis (joint, bone and cartilage degeneration)
  - High cholesterol or high triglycerides
  - Type 2 diabetes
  - Coronary heart disease
  - Stroke
  - Gallbladder disease
  - Sleep apnea and respiratory problems
  - Some cancers, including endometrial, breast and colon cancers

In this activity, students will create a Public Service Announcement (PSA) to help raise awareness about childhood obesity in Montana. Billings Clinic is launching a campaign, from March 15 to April 15, 2014, to inspire kids to get healthy with good nutrition and physical activity.

**Materials**

Handheld video camera, smart phone, iPad, or other device

Computer with iMovie, Movie Maker, YouTube, or other editing software

Internet access

**Procedure:**

Introduce the Public Service Announcement Contest about Childhood Obesity video contest to your class. All of the information can be found at [www.billingsclinic.com/overcomingobesity](http://www.billingsclinic.com/overcomingobesity). The site includes guidelines, topics, background readings, links to useful information and more. Tips on creating effective videos are also provided.

Allow students to work independently, with a partner, their families (or maybe whole group in a primary classroom). Introduce a Public Service Announcement and explain childhood obesity to
the students. Explain that a Public Service Announcement (PSA) is a 30 second “commercial” that empowers the viewers to want to help the cause; in this case childhood obesity. The student will need to create a persuasive video empowering other kids.

Here is where depending on your content area you can tie this lesson to your curriculum. (English, Health, Science)

Students will need to develop their message. They may be able to research the topic and other effective PSA campaigns. Students may also need to create a script or storyboard and practice their 30 second PSA.

After practicing the PSA, have students film their videos. Use editing tools if needed (see video tutorials on the website) and upload the link to the site.

http://www.billingsclinic.com/overcomingobesity

This information below may or may not be needed...

With the Video Editor, you can:

- Combine multiple videos and images you’ve uploaded to create a new video
- Trim your clips to custom lengths
- Add music to your video from a library of approved tracks
- Customize clips with special tools and effects

You can get to the Editor at http://www.youtube.com/editor.

Using these tools, you can put together clips to create new videos and publish them to YouTube with one click.

Here’s how to access the Video Editor:

1. **Sign in** to your YouTube account
2. Click the **Upload** button at the top of the page
3. Click **Edit** on the right of the upload page, under “Video Editor”

Adding clips
- Trim, lengthen, and cut clips
- Customize and add effects
- Adding music, customizing volume
When you're done creating your project, click **Publish** to upload the project. Check **Video Manager** to make any other changes.

All of your uploads are added automatically to the Video Editor and can be used as a clip. Up to 50 clips and 500 images can be added to a project to create a new video.

Here's how to add a video clip or image.

1. Find the clip or image you want to add in the upper left of the Editor. Click the camera icon to browse images.
2. Move your mouse **over the clip/image you want to add**, then click the + button.
3. Or, drag the clip/image to the bottom of the timeline at the bottom of the editor, where it says **Drag videos here to begin editing** when you start a new project.

Once your clip is in the timeline, you can customize its length.

- **Trim**: Cut the length of your clip by moving your cursor over the edges of your video in the timeline. Drag the handles toward the center of the video to shorten.
- **Lengthen**: Drag the handles outward from the center of the video to lengthen. Lengthening past the original length of the video will result in the video repeating.
- **Cut/Snip**: Clips can be cut into portions. Move your mouse over the video and click the **scissors** icon to bring up the snip marker. Move this to where you want to snip the clip, then click on the **scissors** button to snip the clip.

**Customize volume**

You can set volume levels for each clip in your project. Hover over a clip in your timeline and find the **volume slider**. Adjust the slider to lower the volume on the clip or music track.
**Add music**

You can add a new audio track to your video. Click the *music note* button in the upper left of the editor to bring up YouTube's library of pre-approved songs.

Browse the tracks by searching or filtering by artist and genre. When you've found a song you like, drag it to the timeline. Multiple tracks can be added to a project by dragging the song into the timeline.

Songs, like clips, can't overlap - they can only come before or after each other.

The audio from an added track will overlap replace your clips' original audio by default. To customize the volume at which an audio track plays over your clips, adjust the volume slider to at the far right of the name of the track to your preferred setting.

When you're done creating your project, click **Publish** to upload the project. Check **Video Manager** to make any other changes.