Sustainability Public Service Announcement (PSA) Assignment

There is a great interest amongst City College of New York (CCNY) students to learn about environmental issues, internship opportunities, and what’s happening on campus around sustainability. In addition, there are public display screens all around the City College campus that are an effective way to convey information to the college community. Some of the information on the public display screens are Public Service Announcements (PSAs) that take the form of static infographics, and others use video, photos, and moving animation elements to engage viewers. Yet there hasn’t been much digital signage content created by students for campus.

For this assignment, you are being asked to create an engaging 30-45-second digital Public Service Announcement about an environmental organization in NYC and their internships offerings, or about a City College environmental club or campus sustainability project. You may select a topic that interests you from [list at this link,](https://docs.google.com/spreadsheets/d/1G2G_npbnXvqXe2US7sVEEZUi8vV1YhHpISj80I1y4YU/edit?usp=sharing) but ***your topic and the platform you use to create the PSA must be approved by the instructor***. Your digital PSA will be shared with your class, as well as shown on the public display screens around the whole City College campus for Earth Week in April. Your PSA will also be available for viewing on the Academic Commons website for this project at [Academic Commons website for this project](https://ccnypsaproject.commons.gc.cuny.edu/). During Earth Week, on Thursday, April 20, midday, students are invited to attend a PSA Screening event for all the Sustainability PSAs created by the seven classes involved in this collaborative, interdisciplinary Sustainability PSA Project.

**Creating Public Service Announcements (PSAs) for the City College Campus**

As you’ve likely seen on the public display screens on campus, digital PSAs can include text, photos, color, graphics, videos, and animation elements to make the text and photos move on-screen. But these campus PSAs do not include audio. While a PSA can be a static message like a poster, for the purpose of this assignment we will focus on creating PSAs in the form of slideshows that include some moving elements. This will be a team project that you work on with a group of 3-4 classmates.

**Assignment Guidelines:**

1. **Work within your predetermined course groups** to create a digital PSA. This is a collaborative project that teams will complete based on their group’s engineering majors and sustainability.
2. **Look at some examples of digital PSAs** on the Project website link [here](https://ccnypsaproject.commons.gc.cuny.edu/)on the Academic Commons. Students that previously too FIQWS or Engl 110 already have Academic Commons accounts. Those that do not have accounts will need to set up an Academic Commons password to use this website here <https://commons.gc.cuny.edu/>
3. **Decide together on the environmental organization, or sustainability topic, or campus project**, to focus on as the subject of your PSA. Sign up on [this list](https://docs.google.com/spreadsheets/d/1G2G_npbnXvqXe2US7sVEEZUi8vV1YhHpISj80I1y4YU/edit?usp=sharing) for the project, or organization you choose to mention. OR- if you have decided on a topic/organization that is missing from this list, please add it at the bottom and fill in the appropriate Google doc info.
   1. **You must also do this on a BB post as scaffolding for the project. \*\*This info must be listed in TWO places!**
   2. ***Topics must be approved by the instructor before groups can continue!***
   3. ***Yes! There can be overlap. More than one group can pick the same group/topic.***
      1. **This is a multi-class project across several different English classes**
   4. ***Groups/topics outside of this list can be selected as long as they are approved by the instructor***
4. **Collaborate with classmates \*(Suggestions)**

Work in person or virtually with groupmates to design and create your 30-45 second digital PSA. This PSA is for the City College student body to learn about an environmental organization, or campus project, and possible internship possibilities. You may select an organization or topic that interests you from the above list. You and your classmates will collaboratively create the PSA. This may mean that you create parallel examples and then collaborate to form one PSA, or that one of you takes the lead on designing but all group members take part in the decisions about content and form. You will present the PSA to the class during our class meeting on Thursday, March 30 (and post to BB assignment link & [this Dropbox link)](https://www.dropbox.com/scl/fo/s6nzihban2zl2j4l7yhwi/h?dl=0&rlkey=bk6fujfqhs08l133io8l9p2pp).

* 1. **PLEASE NOTE: This assignment is being posted in TWO PLACES- BB and Dropbox!**

1. **To create your PSA, choose a platform such as Canva or PowerPoint, or another platform that must be approved by the instructor.**

* Each slide you create can include a photograph(s) and text, but must include citation to source (and if using quotes from an interview, the title or role of source quoted).
* Review the website of the organization you’ve decided to focus on.
  + What is the organization’s mission or purpose?
  + What is interesting to you about the organization?
  + Find out what internships they offer, and how to apply
  + Why might other students find the organization interesting or want to intern/volunteer with them?
  + Feel free to call the organization to find out more about the internships
  + Include contact info for the organization (the website and social media links)
  + What is the call to action in your closing slide?

1. Write a brief paragraph describing the organization, its mission and purpose. Paste it into the Project spreadsheet called “PSA Organizations Sign-up List.” Look for column labeled Descriptive Paragraph. Also, POST ON BB. ---------🡪 Homework!
2. **Present your digital PSA**
3. You will present your digital PSA in class on Thursday, March 30
   1. Post your PSA to [this Dropbox link,](https://www.dropbox.com/scl/fo/s6nzihban2zl2j4l7yhwi/h?dl=0&rlkey=bk6fujfqhs08l133io8l9p2pp), and class Blackboard link

Consider these questions…

* + What worked well in the PSA and what was a challenge?
  + What questions does the PSA generate for you?

1. You’ll be invited to attend an in-person Earth Week Student PSA Screening for the City College community on Thursday, April 20 at 12:00 pm – 2:00 pm during club hours. Awards will be given at the PSA Screening event on 4/20 to the student teams who create the top five most effective PSAs, as judged by a panel of graduate students. Details to follow.
2. Your digital PSA will be shown on the City College campus screens in several buildings including NAC, Marshak and Grove for Earth Week in April.

**Did you remember to?**

* include the names of all team members on the PSA itself (Ex: “Created by…..”)
* include the photos of any team members who’d like to be represented in the PSA
* make sure the PSA runs but does NOT between 30 to 45 seconds
* NOT include audio
* save the PSA as an MP4 or M4V (for video files)
* include the name of the organization you are communicating about
* get approval from instructor about the organization you choose, and which platform you choose to use to make PSA (Canva.com is a good framework for this project).
* include the mission of the organization, or paraphrase the mission or purpose
* include the internships the organization offers, or volunteer opportunities
* include contact info for the organization, including website and social media links
* include citation sources for the photos and text you use in PSA
* submit your PSA to BB and [this Dropbox link,](https://www.dropbox.com/scl/fo/s6nzihban2zl2j4l7yhwi/h?dl=0&rlkey=bk6fujfqhs08l133io8l9p2pp)?

Citations:

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\*\*References:

Here is a link to a list of articles talking about the importance of environmental messaging.

[**Novel approach to delivering pro-environmental messages significantly shifts norms and motivation, but children are not more effective spokespeople than adults**](https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0255457)  
Frantz CM, Petersen J, Lucaites K (2021) Novel approach to delivering pro-environmental messages significantly shifts norms and motivation, but children are not more effective spokespeople than adults. PLOS ONE 16(9): e0255457. <https://doi.org/10.1371/journal.pone.0255457>

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0255457>

<https://www.frontiersin.org/articles/10.3389/fpsyg.2022.856063/full>

Front. Psychol., 29 April 2022  
Sec. Environmental Psychology  
<https://doi.org/10.3389/fpsyg.2022.856063>

<https://www.frontiersin.org/articles/10.3389/fcomm.2020.575122/full>

Front. Commun., 16 October 2020  
Sec. Science and Environmental Communication  
<https://doi.org/10.3389/fcomm.2020.575122>

New Directions in Science and Environmental Communication: Understanding the Role of Online Video Sharing and Online Video-Sharing Platforms for Science and Research Communication (23 articles)

<https://www.frontiersin.org/research-topics/11604/new-directions-in-science-and-environmental-communication-understanding-the-role-of-online-video-sha#articles>

How to Make Your Environmental Message Stick

<https://theleadsouthaustralia.com.au/industries/environment/how-to-make-your-environmental-message-stick/>

Environmental Messaging on Menus Can Get People to Eat Greener

<https://www.forbes.com/sites/jeffkart/2022/02/13/environmental-messaging-on-menus-can-get-people-to-eat-greener-world-resources-institute-survey/?sh=49f2133f6dc6>

Web Pages:

<https://skywaterearth.com/2018/01/20/environmental-messaging-are-your-messages-hitting-these-five-walls/>

Quotes:

“The Earth is what we all have in common.” ~ Wendell Berry