

Level	Intermediate
Type	Individual
Topic	Public Service Announcement
Points	100 points
Media	30 second Video Presentation
Objective	Students will create a short public service announcement.
Directions	<p>Following the format established by NBC's <i>The More You Know</i> Public Service Announcements, make a PSA that addresses the concerns, thoughts and/or policies of Horizon High School or the society at large. Below is the focus and goal of NBC's public service announcements and some examples. For further information you can visit their website at www.nbc.com/tmyk or www.abovetheinfluence.com.</p> <p>For more than a decade, NBC's <i>The More You Know</i> public service campaign has educated and raised awareness about important societal issues. <i>The More You Know</i> focuses primarily on education and issues that affect today's school-age youth. NBC's <i>The More You Know</i> public service announcements reach millions of viewers during NBC's line-up during primetime, daytime, late night and Saturday teen programming. More than 200 stars have appeared in <i>The More You Know</i> spots. NBC's <i>The More You Know</i> is the longest running, most comprehensive and powerful public service campaign in the media landscape.</p> <p>Above the Influence is a teenage educational effort against drugs and alcohol. Their spots have been clever and educational, and prevalent in the 21st century on television and even at movie theatre.</p> <p>Topic: Hate and Prejudice Hate in Our Own Backyard. Many people tend to avoid the topics of prejudice and hate crimes, because they are topics that are confusing, complicated and painful to us, both as individuals and as Americans. Indeed, many times intolerance and bigotry are often talked about as though they happen somewhere else, to someone else, but never in our own community. But prejudice and hate-based violence are an unfortunate reality in almost all neighborhoods and at all levels of society. And, even in this decade, thousands of Americans continue to be victimized each year because of their race or color, ethnicity, religion, gender, sexual orientation, or disability.</p> <p>Learning at a Young Age. Unfortunately, young people are frequently perpetrators, victims, or bystanders of prejudice and hate crime violence. In fact, the FBI reported that, in one recent year, teen's committed 3,500 hate crimes - one half of all such crimes reported. The good news, however, is that, for our nation's teens, neither prejudice and/or hate crime violence are neither uncontrollable nor inevitable. Rather, they are acquired and learned attitudes and behaviors. And it is possible to create and maintain the kinds of conditions in our homes, schools, workplaces, and other social structures in which violence and prejudice are not learned by youth in the first place or, if learned, can be unlearned. Indeed, parents and educators play a vital role in preventing the</p>

	<p>development of the prejudice and stereotyping that leads to hate crime. They can create a climate of respect at home and in the classroom. They can discuss the causes, effects, and implications of intolerance and encourage the development of critical thinking skills. They can also sensitize young people to various forms of prejudice, both subtle and extreme, and help young people actively take a stand against bigotry.</p> <p>Example #1: Sean Hayes from NBC's <i>Will & Grace</i> "So those comments you made the other day about that person with the different skin color, or religion, or language. You didn't really mean anything by it, right? But somebody could get hurt; maybe even your own kid. When kids repeat your racist remarks and your prejudice jokes it can hurt them as much as the people it is aimed at. Don't teach your kids to hate. Because hate destroys."</p> <p>Example #2: Kristen Johnston & Joseph Gordon Levitt from NBC's <i>Third Rock from the Sun</i> J: Hey, do you remember that joke that you told the other day? K: Oh yeh, yeh, yeh it was about the guy with the different, ah, skin color. J: No, wasn't it about the guy with the weird religion? K: No, no, wait it was about those two guys. J: Whatever, whatever it was, the thing is your kids over heard that joke. K: Oh, yeh. And the real bummer is chances are pretty good your kids will have a prejudice against people who are different than them. J: and that wouldn't be fun K: at all.</p>
Format	Your final 30 second edited version should be transferred to DVD to turn in for grading. Make sure your credits list all members of your group.