

This is a Message from the...

9:00AM: Morning Check In & Housekeeping

- Unfinished business?
- What's new?

9:30AM: Reflection on Digital Storytelling Workshop

Let's spend a little time reviewing the digital storytelling experience.

- What were your reactions to the finished pieces?
- What were the reactions of other people?

Looking back on last week's experience, what lessons have we learned?

- Good writing and reflection make for stronger projects
- Outside perspective on your work is critical
- You are all very talented in composing pieces, but you didn't know it
- Things always look their best on the big screen

What were the production skills we learned?

- Preproduction is important. Like, really important.
- Using simple production tools (like digital photo cameras, digital photos, etc)
- Digital file management
- Basic Final Cut Pro "cuts only" editing approach
- Basic transition, special effects, etc, in Final Cut Pro.

10:15AM: Introduction to Public Service Announcements

Wikipedia says:

"A public service announcement (PSA) or community service announcement (CSA) is a non-commercial advertisement broadcast on radio or television, ostensibly for the public interest. PSAs are intended to modify public attitudes by raising awareness about specific issues."

The US Government says a PSA is:

"...any announcement for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments or the programs, activities or services of non-profit and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements."

Interesting factoid:

“In the U.S, the role of PSAs was negatively affected by deregulation of the broadcasting industry in the 1980s. Previously, broadcast licenses were issued to television or radio stations with the expectation that they serve as “public trustees” and air PSAs (in addition to other requirements).”

Elements of Public Service Announcements:

1. Short, time is at a premium and complicated messages are lost
2. Address a single issue, concept, campaign – not many
3. Convince, persuade, change thought, change behavior
4. Appeal to some human emotion (compassion, injustice, humor, etc)
5. In the end, it’s a distilled vehicle for a single message
6. Refer viewers to a place for more information.
7. What else?

These are PSAs:

Joan Chen “Join Me”

<http://www.youtube.com/watch?v=m32G-VePisM>

Cyberbully

<http://www.youtube.com/watch?v=seOQyMvG99w>

Obesity

<http://www.youtube.com/watch?v=I01WHOCUHkc>

Credit Fairy

http://www.youtube.com/watch?v=_Nd3ol6ILWQ

Fatherhood Involvement

<http://www.youtube.com/watch?v=9A2Ap3DyvLg>

“Good Idea, Bad Idea”

<http://www.youtube.com/watch?v=6Jyf-USBwZg>

David Lynch’s “Clean Up New York”

<http://www.youtube.com/watch?v=ZSWv90msTUc>

These are not PSAs:

Dwight Schrute “Bears”

<http://www.youtube.com/watch?v=PYkWWnZm6-w>

Homeowners Rehab

<http://www.cctvcambridge.org/node/7972>

10:45AM: The Plan for Production

The objective is to produce a 30 second public service announcement that conveys one message from your organization to the public at large - but this experience will introduce you to CCTV’s portable production equipment.

1. PSAs should be 30 seconds. If you can’t deliver a message in 30 secs then your message is too complex!
2. PSAs can be made up of 4-6 shots, including photos and title screens.
3. Cast yourselves in your PSAs, for simplicity. Or arrange other talent in advance.
4. Apply the lessons we learned from our Digital Storytelling production.
5. Work in teams of 2 or 3, each taking turns operating the camera for the other.

11:00AM: Break

11:05AM: Camera Training 1

This is the first time Fellows will touch our cameras, here are the most important parts to learn.

- Safety during camera use (wires, vision, tripods)
- Fragile and expensive parts (lens, diopter, tape compartment, viewscreen.)
- Powering up the camera
- Inserting tapes
- Easy button recording

11:45AM: Camera Exercise

This is a learn-by-doing exercise. With your introduction to these cameras, complete the sample shot list below. Each shot should be exactly 10 seconds long and meet the requirements as listed. Shoot to impress your classmates, innovate.

1. A shot of scenery where the camera doesn't move, but the scenery does.
2. A shot of someone or something leaving an outdoor space and entering an indoor space.
3. A "head and shoulders" type shot where a person speaks directly to the camera.
4. A close up shot of some detail that people don't normally notice.

12:30PM: Review of Test Recordings

Use about 20 minutes of time to review tapes and talk about experiences.

12:55PM: Homework assignments

- Communicate with bosses about best message for PSA.
- Develop and write scripts, read and rewrite too.
- Develop 4-6 shot storyboard with as much detail as possible.

Instructor Preparation for Next Week

Black six tapes for approx 30 minutes each.

