



Public Service Announcement Project

Over the last week you have watched two separate documentaries highlighting two very different issues. The first documentary, “Blackfish”, discusses the validity/safety of keeping Killer Whales (Orcas) in captivity; the second documentary, “The Cove”, highlights the dolphin slaughter that coincides with a massive capture effort used to supply dolphins to aquariums and swim-with-dolphin programs. For this project you are to create a Public Service Announcement/Commercial that depicts the following:

- A) Killer Whales should not be held in captivity, it is dangerous to trainers and inhumane to the whales.
- B) SeaWorld plays an important role in educating and informing the public; their efforts do more good than harm and we must continue to support them and understand the truth behind their works.
- C) Taiji is the home of a massive dolphin slaughter every year; we must educate and inform the public to help stop this mass killing (23,000 a year).

When designing your Public Service Announcement, you must include the following:

- 1. A simple description of the issue
- 2. Images and/or videos displaying the issue
- 3. Three scientific pieces of data/supporting evidence with relevant source material
- 4. Information on how the viewer can help

In addition to the specific information above, you must also include the following in your video presentation:

- 1. Background music to enhance the presentation
- 2. Appropriate transitioning between edits
- 3. Final Credits

Your infomercial may not exceed 2 minutes, but must be no shorter than 45 seconds.

*You are not required to be on camera.

A scoring rubric will be provided.