

7 Revolutions & ONE: Make Your Voice Heard

The objective of this assignment is to allow you to work together with colleagues to develop a 2-3 minute PSA (public service announcement) that will illuminate one aspect of one of the 7 Revolutions and its connection to the ONE Campaign. While we have touched on them throughout the semester, you now have an opportunity to explore, in detail, a specific aspect of one of the revolutions and connect it getting others engaged locally, nationally and/or internationally to make a difference. Use those persuasive skills to encourage others to take action in a meaningful way.

This assignment is not about “pie in the sky” solutions where all the world is joining hands to sing or some huge issue is resolved in 120 seconds. This is about reality. You need to work together within your group to develop a creative PSA that informs and persuades.

Basics

- (1) Choose from one of the following revolutions:
 - Population
 - Resources management
 - Technology
 - Economic integration
 - Conflict
- (2) Sign up for the group that is exploring your revolution. (Only four/five students will be joining each group, so you should have a second choice in mind.)
- (3) Meet together to develop ideas. Brainstorm. Divvy up the research. Focus on creativity, innovation, and manageability. (Don’t dream so big that you can’t complete the project.)
 - a. You might also want to designate a team captain, so you have a point person for communication.
 - b. Exchange e-mails and phone numbers. You might also want to set up one or two face-to-face meetings. Remember to use the discussion functions in Vista if it helps with group communication.
- (4) Talk with Dr. Hoerrner about your PSA idea before actually creating it.
- (5) Divide the tasks equally among your group. You will need researchers, writer(s), a technical guru, and possibly actors or narrator(s).
- (6) Each group member must actively participate. Divide the workload and document every activity on the Task Responsibility Sheet.
- (7) Make sure the completed PSA is between 120 and 180 seconds in length.
- (8) Your team must turn in the Task Responsibility Sheet and a references page (using APA style) on the day of your presentation. Every team member must sign it, or you will not receive a grade for your presentation. (A group with a TRS that clearly shows an inequitable workload will need to meet with Dr. Hoerrner to determine individual grades.)
- (9) The Team Captain will send the completed PSA to Dr. Hoerrner by 9:30 a.m. on Nov. 29th. The easiest way to do this is to load your PSA on YouTube and then send Dr. H. the link.

Grade Components

Creativity of PSA	10 pts.	Organization of PSA	10 pts.
Use of facts, stats, research	15 pts.	Content of PSA	25 pts.
Members participated equally	10 pts.	Persuasiveness of PSA	15 pts.
Tie to ONE Campaign	10 pts.	Maintenance of timeframe	5 pts.