**PSA Planning and Collaboration Sheet**

**Group Members:**

**Assigned Country:**

1) Choose the TEN best words or phrases you would use to describe the experiences and challenges of immigrants from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

 1. 6.

 2. 7.

 3. 8.

 4. 9.

 5. 10.

2) What are FIVE things you really want your viewers to know about the challenges and struggles of your immigrant group? Be specific and detailed.

 1.

 2.

 3.

 4.

 5.

3) What are the THREE most important facts about the challenges your immigrant group has faced?

 1.

 2.

 3.

Together, you should have a minimum of 15 photos to use in your PSA. I recommend between 15-20. What you need to do now is storyboard, which means planning each moment of your PSA.

Some things to think about:

* Each photo you use should be meaningful and informative. Some of your best photos might need to be on the screen for longer than others.
* You should intersperse text throughout your PSA – go back to your powerful words and phrases. Also think about throwing in facts, statistics, or quotes that add ethos, pathos, or logos.
* You should utilize music in your PSA. This may be culturally relevant music OR a song that’s message/theme/feeling fits the challenges of your immigrant group.
* The whole PSA should be persuasive: Convincing your audience that this immigrant group has faced many challenges.

Next Steps:

1) Discuss the photos your group will be using.

- Put them in the order you want to use them.

- Decide on the ones that are the most powerful or interesting.

2) If you want any text other than what you just put on the first page, brainstorm that now and record it here.

3) What song/music will you use?

4) Make sure you have at least one example of each: ethos, pathos, and logos.

Ethos: Pathos: Logos: