

## Public Service Announcement Proposal Guidelines: Addressing Overwork in Japan

Background: Japan will be hosting the Summer Olympics in 2020- an incredible opportunity to display national pride in Japanese culture, traditions, and accomplishments. In addition to being an opportunity for Japan to shine- it also opens the country to scrutiny from other countries, particularly through the media. (*Consider the 2015 Summer Olympics in Rio de Janeiro- there was a great deal of media emphasis on infrastructure issues, poverty, and environmental problems. This bad press often overshadowed evidence of great gains the country had made in developing and preparing for the games.*)

Assignment: In order to address areas of Japanese society that may face critique, your assignment is to continue your research on the issue of karoshi and create a Public Service Announcement (PSA) proposal for the Japanese government that communicates your understanding of the issue, raises awareness about the causes and consequences of overwork, and motivates people to make change in their working habits.

Culminating Performance Task: Your team will present a PSA proposal and storyboard to your peers (the Japanese government) for critique.

### Objectives:

While producing your PSA proposal, you will:

- Reflect on Japanese work ethic being a source of pride, yet also a reason for overwork, diminished productivity, decreased birth rates, and sometimes even karoshi.
- Consider how to design a PSA message that will motivate your audience to adopt behaviors that can help to create healthier, more productive working habits.
- Be able to put your narrative on a storyboard and write a final script for a 30-60 second PSA.
- Learn how to effectively pitch your conceptualized PSA and storyboard to your teacher and peers.

### **Step 1: Prepare for Your Proposal**

- Brainstorm answers to the following questions:
  - What makes a PSA powerful?
  - What is the difference between a PSA and an advertisement?
- Watch the following PSAs: <https://www.youtube.com/watch?v=c1WBzMLgixM> and <https://www.youtube.com/watch?v=3HJcYEmzd4A&feature=youtu.be>
  - Discuss the following with your group:
    - What was the message of these PSAs?
    - Did the message persuade you? Why or why not?
    - How did producers use visuals, audio, and text to relay their message?
    - What specific elements made these videos powerful?
    - What changes could improve the effectiveness of these videos?
- Research Japanese overwork, karoshi, inemuri, etc.- each member of your group must read a separate article about the topic- (in addition to the articles you read in class). As you research, look for information you could use in your public service announcement to strengthen your message. Keep track of any sources you use to gain more information- these will need to be cited at the end of your storyboard.

**Step 2: Create Your Proposal**

**Team Members:** \_\_\_\_\_

1. Discuss and decide on your message. What compelling story will your message tell?

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2. Who is your target audience? Why did you choose to target this group of people?

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3. What emotion are you trying to elicit? Explain why you want this emotional response.

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4. Describe in detail what will happen in the 30 second PSA: \_\_\_\_\_

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5. Create a slogan/catchphrase to include in the PSA- something catchy that would convey your message.

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6. Draft a storyboard and script. You may use <https://www.storyboardthat.com/> or create a physical storyboard. (Example provided). The storyboard should describe images you would use, titles, graphics, explanations of what would be videoed, and narration. See the rubric below for guidance:

| Categories   | Insufficient | Needs improvement | Satisfactory | Exceeds Expectations |
|--|--------------|-------------------|--------------|----------------------|
| Storyboard communicates an accurate understanding of overwork in Japan and raises awareness about the causes and consequences of overwork. |              |                   |              |                      |
| Storyboard has narration that would elicit desired response form audience  |              |                   |              |                      |
| Storyboard shows a clear roadmap for how the sounds, visual images and text will work together to create the PSA message                   |              |                   |              |                      |

Sample Storyboard Template:

|  |              |              |
|--|--------------|--------------|
| Shot # _____ <i>Sketch scene here:</i> | Shot # _____ | Shot # _____ |
| Shot description:                      |              |              |
| Audio: (music/narration/dialogue)      |              |              |
| <hr/>                                  |              |              |
| Shot # _____                           | Shot # _____ | Shot # _____ |
| Shot description:                      |              |              |
| Audio: (music/narration/dialogue)      |              |              |

**Step 3: Cite your sources**

Each member of your group is responsible for reading an article about the topic in order to strengthen the message of your PSA- (in addition to the articles you read in class). Please fill in this works cited page:

Team member: \_\_\_\_\_ Author(s): \_\_\_\_\_

Article title: \_\_\_\_\_ Date of publication: \_\_\_\_\_

Website/url: \_\_\_\_\_

Annotated bibliography: 1-3 sentence summary of the article: \_\_\_\_\_

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Team member: \_\_\_\_\_ Author(s): \_\_\_\_\_

Article title: \_\_\_\_\_ Date of publication: \_\_\_\_\_

Website/url: \_\_\_\_\_

Annotated bibliography: 1-3 sentence summary of the article: \_\_\_\_\_

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Team member: \_\_\_\_\_ Author(s): \_\_\_\_\_

Article title: \_\_\_\_\_ Date of publication: \_\_\_\_\_

Website/url: \_\_\_\_\_

Annotated bibliography: 1-3 sentence summary of the article: \_\_\_\_\_

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#### Step 4: Pitch your proposal

Each team will have four minutes to pitch their proposal to the Japanese government (to me and your peers).

*What makes a good project proposal?*

- Make your pitch exciting, creative, and persuasive! Do you and your team seem eager and passionate about your proposal?
- Have a visual ready. You could make copies of your PSA proposal and storyboard to distribute or you could display these digitally (GoogleSlides, PowerPoint, etc.).
- Know your facts! Show the government that you are an expert on the issue being addressed by speaking intelligently on the topic.
- Know your audience. Keep in mind why the government is considering your proposal. What will convince them that your proposal is the best?
- Get to the point. You will only have four minutes to present your plan... be organized and concise.
- Be prepared for questions from the audience!

Proposal Pitch Rubric:

| Category   | 0- Insufficient | 1- Needs improvement | 2- Satisfactory | 3- Exceeds Expectations |
|--|-----------------|----------------------|-----------------|-------------------------|
| Project description: PSA description is clear, concise, and accurate.                          |                 |                      |                 |                         |
| Delivery: Presentation was well rehearsed and organized.                                       |                 |                      |                 |                         |
| Delivery: Students delivered their proposal in a creative, entertaining way.                   |                 |                      |                 |                         |
| Content: Students demonstrated understanding of their audience and the purpose of the project. |                 |                      |                 |                         |
| Visuals: Students used purposeful, eye-pleasing visuals to support their presentation.         |                 |                      |                 |                         |