



Targeted Teaching Topic

Author: Lindy Fernau
School: O'Neill Public Schools

Summary of Topic:

Create a 60-Second Public Service Announcement

Main Curriculum Tie:

Public health safety practices.

Required Materials for Lesson:

- Computer with internet capabilities
- iMovie or other publishing programs

Background for Teacher:

Provide a list of ideas or brainstorm in class.

Student Prior Knowledge:

Selecting a topic that is familiar or just one the student wants to know more about.

Intended Learning Outcome:

Greater understanding of public health issues and how to target an audience.

Instructional Procedure:

- Create a 60-second video using pictures from internet or own video.
- The video can use either talking over or scrolling information though out the video.
- Video should also include music overlay.

How to Measure Outcome:

Grade is given by evaluating:

- Message given.
- Appropriate information.
- Does it grab your attention?
- Length.