

FISHING LICENSE VIDEO CREW

STUDENT NAME:

CLASS:

DATE:

Hello, Fishy Productions! Your video crew has a special mission from your state wildlife agency: to produce a short public service announcement video that “hooks” people on fishing laws.

A PSA (or public service announcement) is a 30-60 second video that raises awareness and changes people’s attitudes or behaviors about an important topic. Your topic happens to be **“Fishing Licenses.”** You may use interviews, dramatized stories, pictures, or animations to increase awareness of this topic.

But how are you going to hook people on fishing licenses? First, you should research about your topic. Consider diving into the following:

What are fishing licenses used for? _____

Where can people purchase a fishing license? _____

What does the money used to purchase a fishing license help fund? _____

Look into the Dingell-Johnson Act. _____

How does purchasing a license help the humans? Fish? The environment? _____

Critically think about what would happen if less or more anglers purchased a license. _____

Now that you've splashed into the topic, let's begin brainstorming about your PSA video. Work with your team to answer the questions below:

- What audience or type of people will you target your video to?
- What should your audience know about the topic?
- What text or references can you give at the end of your video for your call to action?
- What kind of story will you tell?
- How will your video sound, look, and feel so that it grabs your audience? HINT: some PSA's will use humor, scare tactics, or attention-grabbing visuals or music.

Still not sure what kind of video you want to create? Search online for "Fishing PSA Videos" or "Environment PSA Videos" to watch a PSA video and find ideas!

Now it's time to let the movie magic begin. Your crew will sketch a storyboard to plot out a powerful PSA that raises awareness on fishing licenses. Movie directors use this technique to visually plot out their ideas and storyline. Be prepared to present this storyboard to your class with supporting research and reasons.

- In the blank boxes, draw images of what you would like to see on screen.
- **AUDIO:** write down any dialogue, music, or sound effects to include in the scene
- **SFX:** write down special effects you want to use. For example, slow motion, color alteration, blur, or flashes.
- **TEXT:** write down any words, titles, or credits that show on the screen

