

BAITFISH 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 about "**Baitifsh.**" You may use interviews, dramatized stories, pictures, or animations to increase awareness of this topic.

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

What are baitfish? _____

What are common baitfish that anglers use to catch fish? _____

Where do anglers store these baitfish when on a fishing trip? _____

What is an invasive species? _____

How could baitfish be an invasive species to an area? _____

Baitfish are also known to carry diseases. What are some diseases that scientists have discovered that baitfish can carry?

How would disease impact a fishery? _____

What should anglers do with their unused baitfish? _____

What should anglers do with the water in the tanks their baitfish were in? _____

Does your state have a law on releasing baitfish? Where can anglers find this law? _____

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 baitfish laws. 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

