

“Local Matters” Group Project: Advocacy Letter and Video¹

Assignment Overview

As a way to think critically about the rhetorical concept of “audience” and to develop your problem-solving and argumentative skills, you will work with a peer group to produce a 1-minute advocacy video on a social issue of local importance to our LA community. This video will address a clearly specified target audience (e.g.: a particular public demographic, elected representative, or LA County committee that has influence over the issue). In addition to this video, each member of your group will submit a 750-1000 word advocacy letter persuading your audience to take action on the issue you have researched. This assignment will involve pre-writing activities, multiple drafts, and peer-review.

Objectives

This assignment will ask students to demonstrate collaborative abilities and engage course learning outcomes related to writing process (SLO 3), research (SLO 1.b, 2, 4), and rhetorical situation (SLO 1.a, 1.c, 2).

Instructions and Timeline

This project will be completed as a guided process involving several drafting activities and peer working group sessions. Please see below for the schedule of assignments due. Peer-review drafts, reflection letters, and the final project must be submitted by **11:59 PM** on the date due in order to be marked as Complete.

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| T 10/5 | Review “Local Matters” Group Project: Advocacy Letter and Video assignment guidelines and complete pre-writing discussion board activity. |
| R 10/7 | Attend Zoom class to meet with your group and begin project planning. As a group, you will work together to research your topic and target audience. |
| T 10/12 | Post Draft 1 of your Local Matters Advocacy Letter and Writer’s Reflection Letter (Author’s Note) to the peer-review discussion board. |
| W 10/13 | Read your group members’ drafts and post your Writer’s Reflection Letters (Peer Responses) to the peer-review discussion board. |
| R 10/14 | Attend Zoom class for peer-review workshop and writing studio. |
| T 10/19 | Work with your group to create a storyboard for the Local Matters Video and post frames to storyboard discussion board for class review. |
| R 10/21 | Attend Zoom class to work on projects in groups. |

¹ This assignment was developed for use in the First-Year Writing Program at California State University, Los Angeles and is aligned with the Transparency in Learning and Teaching (TILT) Framework. See First-Year Writing Program, Department of English, California State University, Los Angeles, <https://www.calstatela.edu/academic/english/composition-program> and Transparency in Learning and Teaching, Center for Effective Teaching and Learning, California State University, Los Angeles, <https://www.calstatela.edu/cetl/transparency-learning-and-teaching-tilt>.

R 10/28 Submit final Local Matters Advocacy Letter and Writer's Reflection Letter (Project Preface) to the Local Matters Group Project assignments folder. Select one member from your group to upload your video. Groups will share their videos in class on 10/28.

Final Submission Checklist

Before submitting your final Local Matters Group Project, please review the following checklist to make sure your submission meets the minimum requirements. Projects missing any of these criteria will be marked as Incomplete:

- Your final submission must include advocacy letters from each individual group member and a group video.
- The final word count for your advocacy letter must be between 750-1000 words in length. Your video must be between 60 to 90 seconds long.
- You must attach a References page to your advocacy letter listing all the sources your group used to inform yourselves on your topic and target audience. Use [MLA or APA](#).
- Your advocacy letter and group video must be original compositions. You are welcome to create original illustrations, photography, and music for the video, but you may also use material from license-free sites² so long as you list the site in your References page.
- Your advocacy letter and video must demonstrate clear and meaningful engagement with the assignment, that is, they should respond to the prompt and show that you have put effort into your work.

Submission Instructions

Submit your final Local Matters Group Project to the Canvas assignments folder by **11:59 PM** on **Thursday, October 28, 2021**.

- Go to our Canvas course home page.
- Click on the Assignments link in the menu on the left-hand side of the page.
- Open the Local Matters Group Project assignment.
- Click Add Submission and upload your Advocacy Letter and Writer's Reflection Letter in a Word document. Select one person from your group to upload your video.
- Click Save Changes to submit.

Evaluation

Throughout the process of drafting your Local Matters Group Project, you will receive detailed feedback with questions, comments, and recommendations for future drafts. Assignments that are submitted on time and that meet the stated minimum requirements will be marked as **Complete**. Missing assignments and submissions that do not meet the stated minimum requirements will be marked as **Incomplete**. As per the course grading contract, ten or more Incomplete assignments will result in an NC for the course.

² See these resources for license-free **images**: 1. <https://ccsearch.creativecommons.org>; 2. <https://guides.library.harvard.edu/c.php?g=310751&p=2072816>; 3. <https://www.flickr.com/creativecommons/by-nc-sa-2.0/> and license-free **music**: 1. <https://www.youtube.com/audiolibrary/music>; 2. [Freemusicarchive.org](https://freemusicarchive.org); 3. <https://buffer.com/library/background-music-video/>