

Metro Press Clipping Bureau  
An Extraordinary Clipping Service  
Phone (225) 791-8888

The Zachary Post

Zachary, LA

Weekly  
Circ. 10,000

December 3, 2009

## Zachary Teens Chosen for Public Service Campaign PSA

Zachary - Zachary High School students Claire Davis and Morgan Albert recently won the Baton Rouge Literacy Coalition public service announcement contest. Contest participants were asked to write a script and a storyboard to be turned into a Public Service Announcement in production with WBRZ.

The contest was part of the Greater Baton Rouge Literacy Foundation's Literacy Week campaign. The contest was open to all high school students in the area.

This year, the Literacy Week celebration will include a series of activities and events designed to demonstrate "The Reality of Literacy", with the goal of raising awareness by exploring and expanding the public perception of literacy.

As the main Literacy Week event, the winning PSA will be released at the Reality of Literacy Breakfast!

The students' idea was produced into two 30 second commercials. Morgan and Claire had

See PSA, Page 3



ZHS Students Morgan Albert (left) and Claire Davis (left center) stand with students who helped with their production of a literacy public service announcement on Monday in conjunction with WBRZ channel 2.

### PSA

Continued from Page 1

the opportunity to work as executive producers under the training of Creative Communications and WBRZ. They identified and selected talent to appear in their spots as well as finding the locations, directing the filming and editing the final product.

The students and their teacher Debby Lowery were recently recognized at a school board meeting.

Claire and Morgan will be on WBRZ's Tune In Friday morning during their breakfast at Boudreaux's in Baton Rouge. The commercial will air full time beginning in January.

For more information on the Greater Baton Rouge Literacy Coalition visit <http://www.gbrlit.org>.