

#MyZeitgeist Project - Introduction

zeit·geist - *noun*, \ 'tsīt- ,gīst, 'zīt- \ : the general beliefs, ideas, and spirit of a time and place.

Reflecting on the past year is a tradition that goes back thousands of years and one Google celebrates by creating their annual [Zeitgeist Year in Review](#). Think back on 2013 and try to remember the events that made the news, touched people's lives and changed the world.

Your assignment is to research the most important events of the year and to share them through Meograph, an online storytelling tool that lets you add the following types of media:

video, audio, photos, text, locations and dates. The best #MyZeitgeist Project will win a Nexus 7 tablet from Google and be featured on the PBS NewsHour Extra website and the YouTube Education website.

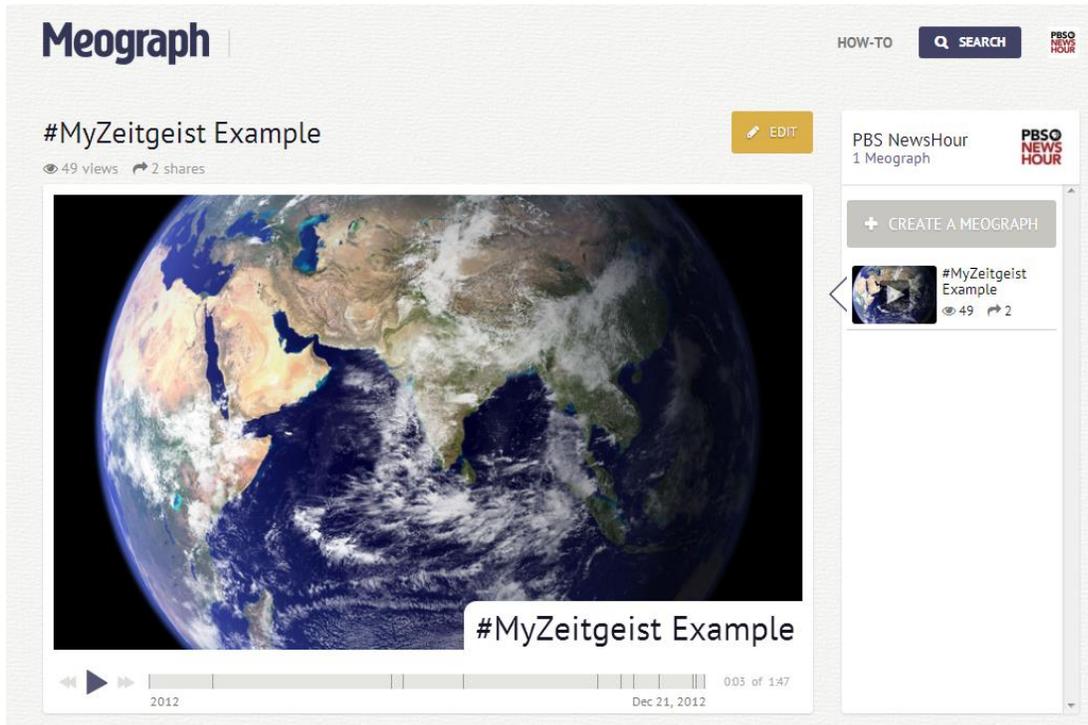
You will need to choose **7-10** news events from 2013. Use the topics below to help guide you to cover a range of news stories. You don't have to use them all, but the best projects will not use too many from any one category.

- Science
- Entertainment
- Technology
- U.S. and World
- Economic
- Government and Civics
- Social Issues
- Special Historic Anniversaries

You will need to find videos, pictures, audio, locations and other important information to build up each event. *You must make sure that you do not use copyrighted material in your project.* Use the [handout](#) on Copyright and Free Use Policy to guide you. The information that you need to have for **every** story is:

- **Headline** - think like a news reporter and share the heart of the piece in a short title
- **Date** - make sure to include the day, year and month of the event
- **Short summary for narration** - describe what happened in no more than three sentences or in less than 12 seconds unless you can make a good argument for it.
- **Image or video** - find images and video clips that illustrate your event. Video clips should be no longer than 12 seconds unless you can make a good argument for more time.
- **Source** - you must include where your information came from and who created it on a separate piece of paper that will be checked if yours is the winning submission.

Write down your information ahead of time on the Events Outline page so you'll be ready to enter into your Meograph. Once you have this information for each event you are ready to use the Meograph Creator!



You will build your Meograph project right on the NewsHour Extra website, so to get started head to <http://www.pbs.org/newshour/extra/2013/12/my-zeitgeist-2013>. Meograph will walk you through how to make your project and if you need a copy of the directions you can find them in a link on the same page above the Meograph Creator.

Once you have signed in through Facebook, Twitter or Google+, you can access your draft of the Meograph from any computer anywhere. Also, your Meograph will automatically save from time to time and there is no need to publish it. We will only look at your Meograph once it is completed by midnight on December 14.

Note all submissions must be turned in by midnight on December 14.

Once you have completed your submission, your teacher will need to email us your Meograph's URL and *their* name so that we can contact them to let you know if you have won. They can email us at kgould@newshour.org.

PBS NewsHour Extra, Google and Meograph will be judging the entries by how many views each Meograph gets and the criteria below. The winner will be announced and posted to our site on or before the 18th of December.

How will my Meograph be judged?

Ask yourself the following questions:

- Were all my events newsworthy?
- Did I cover a range of kinds of news stories?
- Was my Meograph creative and entertaining?
- Were my images powerful and my video clips well chosen?