

Project: **Voice for the Voiceless**

Assignment – Choose a cause, issue, or concern you feel deserves a “voice”: it deserves to be heard so that more people will be aware of it and be moved to act on behalf of it. You and up to two other people will use your creativity, media savvy, and rhetorical skills to create a website that informs your audience about this cause, motivates them to act, and connects them with ways they can do so. As part of this process, you will need to do all of the following:

- **Hook:** use your creativity and writing or media skills to get your audience interested in the cause
- **Inform:** inform your audience concisely but completely about the cause
- **Persuade:** use the three persuasive appeals (focus on what’s most effective given your purpose and audience) to engage and motivate your audience
- **Media:** link related video, audio, articles and any other media that can further inform them and interest them in the cause
- **Action:** offer small steps—real tangible ways people can help the cause—including but not limited to your own written suggestions, calls to action, and links to organizations and other sources that can help the cause

Project: **Genius Hour Talks**

Assignment – Chris Anderson, head of *TED*, [believes in the power of a great speech:](#)

ideas really matter. If communicated properly, they're capable of changing, forever, how someone thinks about the world, and shaping their actions both now and well into the future. Ideas are the most powerful force shaping human culture . . .

your number one task as a speaker is to build an idea inside the minds of your audience.

Prepare and then deliver a *TEDTalk*-style professional presentation on a topic you’re passionate about. It could be a topic you’re already an expert in: share your expertise with us. It could be a topic in which you’re a novice, but have always wanted to learn about: invest yourself in learning about it, then pass what you’ve learned onto us. It could be a unique experience or a pivotal lesson learned (or multiple ones) from your own life experience: share it with us. There are few topics that are off-limits for a Genius Hour Talk. If it moves you and it could benefit us, then it’s probably an option. The talk itself will be 7-12 minutes in length.

*Also note that our Genius Hour Talks will likely be livestreamed through Twitter for an extra layer of authenticity.