Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Th1rteen R3asons Why*

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Public Service Announcement (PSA)

Directions: Individually, create an original public service announcement (PSA) advertisement addressing a relevant teen issue. Once your proposal has been approved, you may begin working on the final product.

**DUE: Wednesday, June 8th (Day 4) @ end of class**

A **public service announcement** (**PSA**) is a short message designed to inform and educate with the objective of **raising awareness** and **changing public attitudes and behavior**towards a social issue.

1. **Complete a PSA Proposal Form** 
   * Focus your brainstorm
   * Create an outline/overview for your PSA—slogan/phrase & visuals, etc.
   * Mock PSA created and approved (words & image(s) on page)—placement, color, etc.
2. **Identify your topic**
   * Pinpoint a teen issue to focus on
   * Develop the key message(s) you want audience (teens) to absorb
3. **Research the topic**
   * In your topic, what messages have been used? (Find *at least* 2 different examples of how your topic can be approached and print examples for proposal)
   * You will create an original viewpoint to highlight
   * Make sure that any data or claims you plan to include in the PSA are backed by research and evidence and are up to date
   * Create a Works Cited document for source material as needed.
4. **Language of the PSA**
   * Create a short slogan/phrase to make your message crystal clear
   * MUST be an original slogan/phrase
   * Use simple, concise and vivid language; conversational
   * Use language that will attract your audience
   * Goal: Inform? Inform & take action? How will you know your PSA is effective?
     1. Goal to inform: Ex: “If you are between the ages of 15-25...”
     2. Goal to take action: Ex: “Go to this website...donate to...etc.”
5. **Create a visual plan**
   * What image(s) will clearly convey your idea? How effectively arranged on page?
   * MUST be an original image
6. **Complete the PSA Checklist** 
   * Double-check required elements before submitting
   * Proposal materials submitted too

**PSA Checklist:**

\_\_\_You have brainstormed ideas for your PSA (The PSA Proposal).

\_\_\_You have decided upon and clarified the purpose of your PSA.

\_\_\_You have targeted your audience.

\_\_\_You have found and printed *at least* 2 examples of other ads regarding your topic.

\_\_\_You have selected a unique angle to highlight your topic.

\_\_\_You have checked your facts.

\_\_\_You have decided to inform OR inform & encourage a specific action.

\_\_\_You have identified a "hook" for your PSA.

\_\_\_You have an effective slogan/phrase.

\_\_\_You have created an effective & original image(s).

\_\_\_You have completed a mock layout of your words and images—placement, color, etc.

\_\_\_You have an approved PSA Proposal Form & completed the PSA Checklist.

Example PSAs: Water Conservation

Directions: Identify if the following PSA examples **inform** OR **inform & ask you to take action**.

Example #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Example #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Example #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Example # 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



**Question: In your opinion, which example is most effective? Why?**