Public Service Announcement (PSA) Assignment

<u>Directions</u>: 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.

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 an issue to focus on the issue should be related to the novel you have read for this unit.
- ✓ Develop the key message(s) you want to convey to your audience.
- ✓ Keep your focus narrow and to the point. More than one idea may confuse your au

#### 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. Consider your audience

- ✓ Who are you targeting (parents, teens, another social group)?
- ✓ Consider your target audience's needs and preferences.
- ✓ Use visual effects, an emotional response, humour or surprise to catch your target audience

## 5. Language of the PSA

- ✓ Create a short slogan/phrase to make your message clear and convincing.
- ✓ MUST be an original slogan/phrase.
- ✓ Use language that will attract and engage and influence your audience.
- ✓ Goal: Inform? Inform & take action? How will you know your PSA is effective?
  - i. Goal to inform: Ex: "If you are between the ages of 15-25..."
  - ii. Goal to take action: Ex: "Go to this website...donate to...etc."

#### 6. Create a visual plan

- ✓ What image(s) will clearly convey your idea? How effectively arranged on page?
- ✓ MUST be an original image (the final product)

✓ Don't focus too hard on technical aspects of your assignment that you lose sight of your primary persuasive message

# 7. Write a rationale

- ✓ What visual choices did you make in your PSA and why?
- ✓ What language choices did you make?
- ✓ Who was your intended audience and how did this influence your product?

# 8. 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 other examples of an 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** 

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

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

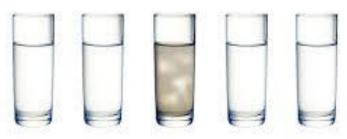


Example #2:



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

# 1 in 5 don't have access to safe drinking water.





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