PSA Proposal Form Name:

Directions: First, complete this form. Then, discuss with the teacher. Once approved, begin work 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. Which **aspect** of a topic will you focus on?
   * For example: Water conservation.
     1. Ways to conserve water (harvesting rainwater, waste-water purification)
     2. Water quality (animals, humans)

My **audience**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My **topic**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NOTE: Find and print *at least* 2 examples of how your topic can be approached.

**You will create an original angle to use for your PSA.**

My **key message** (to inform OR inform & ask to take action):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What kind of **information** do you need to get your message across to your audience?

* Relevant statistics?
* Additional information? (other than the weebly)

Credible **sources** (may need Works Cited page for PSA—or cite on ad):

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. What **words** will you use to...fill in the chart below to achieve your GOAL (key message).
   * Short slogan/phrase
   * Simple, concise and vivid; conversational tone

|  |  |  |
| --- | --- | --- |
| Attract (hook) an audience | Engage | Inform and/or Take action |
|  |  |  |

Slogan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which original **image**(s) will effectively show your message? List some ideas below.
   * Human? Animal? Real world? Imagined?
   * Layout? Color? Size? Shape?

5. What visual and persuasive techniques will you use?

6. Create a mock version of **your PSA**—arrange your words & images in the space below.

(Can be landscape or portrait advertisement).

1. Does your PSA above raise awareness and/or advocate for change/action for your topic? What changes can be made to increase effectiveness?