

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.
 - i. Ways to conserve water (harvesting rainwater, waste-water purification)
 - ii. 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):

2. 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):

A. _____

B. _____

C. _____

3. 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

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Slogan: _____

4. 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).

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