**PUBLIC SERVICE ANNOUNCEMENT**

**P.S.A**

For this assignment, you will work in groups to create a Public Service Announcement (P.S.A). You will brainstorm ideas, come up with a concept, write a plan and shoot a P.S.A video that focuses on a problem in American society and what a solution to that problem is.

**GENERAL INFORMATION:**

A P.S.A. is a short, non-commercial, announcement prepared to provide information to the public. P.S.A.s are used by organizations to:

-Provide health and safety tips

-Serve as a warning

-Inform and influence public opinion

**QUESTIONS TO ANSWER:**

1. Target Audience: Who do you want to reach with your message?
2. Message: What is your message? What do you want the viewer to understand?
3. Action Step: What is the call to action? What do you want the viewer to do? How can the viewer solve the problem?
4. Significance of the Issue to the Public: Why is the issue important for the public?

**DIRECTIONS:**

1. Brainstorm and select a topic
2. Complete the plan and questions-**SHOW TO TEACHER**
3. Create your P.S.A-All group members must participate
4. Use Humor and Music, must be serious and appropriate for the classroom
   1. Anything crude, obscene or offensive will not be tolerated
5. Messages must:
   1. Contain information that is beneficial to the community
   2. Should not include controversial or self-serving material
   3. Include the most essential information in the first
   4. Use short, upbeat sentences written in everyday language
   5. Tell/show how this information can help the viewer
   6. Ask for action
   7. Tell viewers/listeners where they can go what they can do or who they can call
   8. Make it memorable!!

Due Date: Presentation Date:

**GROUP MEMBERS:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TOPIC OF P.S.A:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SONG SELECTION:** ­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ACTION PLAN:**

1. Target Audience: Who do you want to reach with your message?
2. Message: What is your message? What do you want the viewer to understand?
3. Action Step: What is the call to action? What do you want the viewer to do? How can the viewer help solve the problem?
4. Significance of Issue to the Public: Why is this issue important to the public?

**P.S.A RUBRIC**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CATEGORY | EXCELLENT | GOOD | UNSATISFACTORY | POOR |
| MEDIA | It is easy to understand, has clear pronunciation and flows well | It has some un-clear parts and does not flow well | It is difficult to understand and has no organization | There is no direction and the media aspect is not clear or understandable |
| FORMAT | All elements of the P.S.A are completed and present | P.S.A is missing 2 elements | P.S.A is missing 3 to 5 elements | P.S.A is missing almost all elements |
| CONTENT | Covers all content areas and is accurate | Covers all content areas and is mostly accurate | Missing some content areas and is not entirely accurate | Missing content areas and is completely inaccurate |
| CREATIVITY AND ENTHUSIASM | Entire P.S.A shows enthusiasm and creativity. | Most of the P.S.A. shows enthusiasm and creativity. | Most of the P.S.A. lacks enthusiasm and creativity. | The P.S.A. lacks enthusiasm and creativity. |
| PARTICIPATION | All group members participated and contributed. Worked as a group. | Most group members participated and contributed. Worked as a group. | Individuals contributed and participated, but did not work as a group. | No individual participation or contribution, and did not work as a group. |