

Public Service Announcement

Create a Public Service Announcement in order to inform people about an issue and challenge them to take action in order to make a difference.

Part One: Choose your issue.

1. What is the social issue you choose to focus on?
2. List some potential ways to make the issue better or ways to make people aware of a problem.
3. Share your ideas with family members or friends. Get their ideas about what will help improve the issues. Incorporate the best ideas into your planning.
4. Reflect: Why did you select this specific issue?

Part Two: Design your PSA.

1. With your audience and purpose in mind, write a call to action to use for your PSA.
2. Conduct research and verify your sources are solid.
3. Draft a script and some art ideas to go with your call to action.
4. You may use social media, in person, or print for your medium. Gather your supplies and create your art and script.
5. Find a partner and rehearse PSA scripts and give your partner valuable feedback on language and images.

Part Three: Present your PSA.

1. Tell the whole group about your project with a brief summary of your issue, the call to action, and your strategy.
2. Share your PSA and ask the group to help you share it with their network.

Part Four: Reflection on the project.

1. What were some of the most interesting discoveries made while working on this project? About the problem? About yourself? About others?
2. How will I use what I've learned in the future?

