

## Public Service Announcement (PSA) Assignment

Directions: 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

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

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

world water day

In industrialized countries, everybody has access to safe water; in developing countries, only 86% of the people do.

In rural areas in least developed countries, 97% of people do not have piped water.

14% of rural people in Least Developed Countries drink surface water for example, from rivers, ponds, or lakes.

Only 61% of the people in sub-Saharan Africa have access to safe water.

Every day more than 3,000 children die from diarrhoeal diseases, mostly due to unsafe water.

Improved water sources: drinking water piped into dwelling, plot, yard or neighbour's yard; public tap or standpipe; tube well or borehole; protected dug well; protected spring; rainwater.

unicef 

graphs.net

Example #2: \_\_\_\_\_



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

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



Example # 4: \_\_\_\_\_



**4,500 KIDS WILL DIE TODAY FROM  
WATER-RELATED DISEASES. HELP.**

**\$20 CAN GIVE A PERSON CLEAN WATER FOR 20 YEARS.  
START BY HELPING ONE.**

[charitywater.org](http://charitywater.org)

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