

PSA Activity and Questions Sheet

Use this sheet to guide you through the activity of creating a public service announcement (PSA). You can find some good examples of PSAs on the [Ad Council: PSA Gallery](#) and [BoostUp](#) (click on Videos) websites.

Step 1: Thinking About PSAs

1. After watching a few PSAs, discuss each one using the questions below:
 - What is the main message of the PSA? Does the message persuade you? Why or why not?
 - How did the producers use words and pictures to get across their message?
 - How did the actors portray the message? Were any voiceovers used? How were they used?
 - If you were going to film a PSA about this topic, list two changes you would make in it.
2. After answering these questions for a few different PSAs, try to decide which PSAs work best and why.

Step 2: Choosing Your Topic

1. Choose an issue that is important to you, such as drug use, online safety, staying healthy, or bullying.
2. List possible topics that relate to your issue. For example, if your issue is pollution some topics might be recycling, water pollution, or planting and maintaining more trees. Pick the topic that most interests you.
3. Do some research on your topic using the Internet and other sources such as newspapers, magazines, books, and nonprofit organizations. Find statistics if you can.
 - Consult a wide variety of sources in your research to get a good sense of all perspectives surrounding your topic.
 - Remember that information online is not always reliable, so make sure to confirm any facts you find in at least 2 to 3 resources.
 - Make sure you have a good base of research and a strong understanding of the topic before moving on to Steps 3 and 4.

PSA Activity and Questions Sheet (continued)

4. Think about and discuss these questions:
- What did you find in your research that surprised you?
 - How is this information different from your beliefs?
 - How are the facts different from what you expected?
 - What do you think causes this problem?
 - Do you have facts to back up this explanation?

Step 3: Thinking About Solutions

Imagine what could be done to solve this problem. Think about these questions:

- What would you do if you were in charge of a national campaign to fix this problem?
- What are some other solutions to the problem?
- Can you imagine what would happen if people started to act differently to solve this problem?

Step 4: Planning Your Own PSA

1. PSAs are usually about 30 seconds long or less. Think about how you would create a PSA on your topic. Use these questions as a guide:
 - What type of words should flash across the screen to convey your message or *goal*? Think of a catchy phrase or slogan.
 - How could you discuss the *reasons* in the video? How do you convince people to listen to your message?
 - What are your *facts*? How will you share these facts dramatically?
2. Make your notes on the PSA Script Outline sheet, available at http://www.readwritethink.org/beyondtheclassroom/summer/grades9_12/PSA/script.pdf.