**Public Service Announcements**

A Public Service Announcements (PSA) is a short video, radio announcement, or print campaign created to persuade an audience to take positive action for an institution, issue or cause. For this assignment, we will be creating a print ad.

What is a PSA trying to do?

* Grab the audience’s attention
* Send a specific, clear, and simple message
* Change behavior

**Steps to Making a PSA**

1. Determine what your subject is; what issue you are speaking about. Some of the topics you may choose between are:

SADD

Anti-Bullying

Suicide Prevention (Will-to-Live)

Alcohol or Drug Abuse

Abstinence

\*\*\*If there is another topic you are passionate about, ask me

1. Research and organize notes on subject. The ad should include at least one startling/interesting/thought-provoking statistic. In your notes you should think about the following aspects:
   * Target Audience
   * Purpose of your PSA
   * Point of View (who is the narrator of the PSA)
   * Message of the PSA
   * Persuasive Devices (how did you convince your audience to respond to the message in your PSA)
2. Draw a storyboard (rough draft) of the PSA. Is the draft that you created effective (ask a friend(s))
3. Create a colored visual for the ad (if the ad is in black and white, the valid reasoning must be explained in the summary). The ad must include visual and text

**Assignment is Due Monday (9/28)**

**Part 2: Summary:**

Write a one page (typed, 12point font, single spaced, with paragraphs) summary about your PSA including the following criteria:

1. Target Audience
2. Purpose of your PSA
3. Point of View (who is the narrator of the PSA)
4. Message of the PSA
5. Persuasive Devices (Ethos, Pathos, Logos - how did you convince your audience to respond to the message in your PSA)

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| **Criteria** | **Level 4** | **Level 3** | **Level 2** | **Level 1** |
| **Knowledge/**  **Understanding:**  Follows the structure and features of a PSA. | Follows the structure and features of a PSA with a lot of detail including: a slogan, specific features of a video, radio or print campaign. | Follows the structure and features of a PSA with detail including: a slogan, specific features of a video, radio or print campaign. | Follows the structure and features of a PSA with some detail including: a slogan, specific features of a video, radio or print campaign. | Follows the structure and features of a PSA with little detail including: a slogan, specific features of a video, radio or print campaign. |
| Purpose/Audience of the PSA | Able to effectively identify the purpose of the PSA by including: the reason for the PSA and the target audience. | Able to identify the purpose of the PSA by including: the reason for the PSA and the target audience. | Able to somewhat identify the purpose of the PSA by including: the reason for the PSA and the target audience. | Not able to identify the purpose of the PSA by including: the reason for the PSA and the target audience. |
| **Thinking:**  Planning and Organizing the PSA. | Complete the graphic organizer with a lot of detail including: images, words, and explanations. | Complete the graphic organizer with detail including: images, words, and explanations. | Complete the graphic organizer with some detail including: images, words, and explanations. | Complete the graphic organizer with little detail including: images, words, and explanations. |
| **Communication:**  Message in your PSA | Message is clearly stated with examples and detail. Audience is able to clearly understand the message in the PSA. | Message is stated with examples and detail. Audience is able to understand the message in the PSA. | Message is stated with examples and some detail. Audience is able to somewhat understand the message in the PSA. | Message is confusing and has no detail. Audience is unable to understand the message in the PSA. |
| Written Summary of PSA | Thoughtful, well-written reflection. | Clear and organized reflection. | Somewhat clear and organized reflection. | Disorganized and little detail in reflection. |
| **Application:**  PSA final product | PSA is able to persuade the audience with an effective PSA. | PSA is able to persuade the audience with a PSA. | PSA is somewhat able to persuade the audience with a PSA. | PSA is able to persuade the audience a little with a PSA. |