

PSA PROJECT

WHAT IS A PSA?

A public service announcement (PSA) is an advertisement that informs an audience of something important. The only thing being "sold" is information. Most likely you have seen PSAs on topics like the benefits of recycling or CFL bulbs, or perhaps the dangers of texting and driving.

THE PURPOSE

This assignment is about creating a convincing message regarding runoff pollution with creative solutions that will impact your peer group and community.

YOUR TASK

Choose a related issue to make a PSA about. Using the guidelines below, respond through research, writing, and story boarding to conceptualize a :55 PSA. A good PSA focuses on a service to the public. Make sure a solution is offered in your advertisement; do not develop a commercial that raises concerns but offers no solutions.

PSA "DOs"

PSAs are based on research. In a real campaign, it may be delivered over the period of three years in order to measure attitude or behavior change. Research allows for measurable results. Measurable results can be calls to a hotline, changes of attitude measured through surveys, etc.

Make sure you can answer the following questions about your PSA:

1. Target Audience: To whom do I want to speak? Are there any barriers to understanding the message?
2. Message: What is the proposed message? What do I want the person who is watching this to understand?
3. Action Step: What is the call to action? What do I want the person to do? What can an individual do in the home or community? How will the action solve the problem?
4. Significance of Issue to the Public: What is the proposed issue? Describe the problem and why it is important to the public? Are there any statistics involved which might be useful?

Required components of the project:

1. A written description of the PSA, answering the questions 1-4 above, plus any other information/research about the issue, population, or the organization the PSA addresses or serves. You may also describe what your PSA will look like.
2. Create a shot list/story board. A shot list simply lists the shots you think you want for the PSA-locations, actions, objects, scenes, etc. A storyboard is a visualization in drawing form of the different shots (shot sketches) in the order they will appear in the finished work, and includes compositional information (close up, pan, wide shot, etc.), as well as audio (where the narration comes in, or if there is music over the shot). Your drawings can be very simple-stick figures even.
3. If there is a narration, write a script and time it by reading it aloud with a stopwatch. PSA's are approximately: 30 or: 60 in length.
4. Shoot and edit the PSA. This could be completed using iMovie or Keynote (by importing pictures and adding voiceover).

Good luck and have fun.