

Name:

Period:

# Public Service Announcement Poster

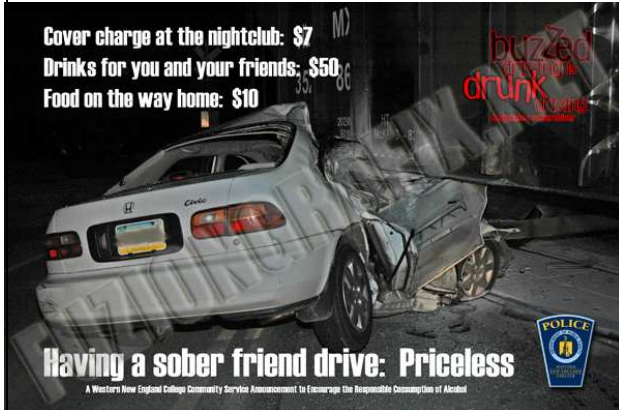
## Directions:

You will need to create a Public Service Announcement (PSA) in a form of a poster.

## What is a Public Service Announcement?

Public service announcements, or PSA's, are short messages produced on film, videotape, DVD, CD, audiotape, poster, or as a computer file and given to radio and television stations. Generally, PSA's are sent as ready-to-air audio or video tapes, although radio stations (especially community or public stations, such as campus radio or National Public Radio affiliates) sometimes prefer a script that their announcers can read live on the air. They can be done very simply with a single actor reading or performing a message, or they can be elaborate, slickly-produced messages with music, dramatic story-lines, and sound or visual effects.

## Examples:



PLS  
DNT  
TXT  
+  
DRIVE

A Public Service Announcement  
brought to you by your school + other drivers.

### **Components:**

- Colorful poster
- Can be completed with a partner or in a group of three.
- Must have a picture and a slogan.
- Poster must include research information about your topic (relevant laws).

### **Suggested Topics (These are just a sample):**

- ✓ Drinking and Driving
- ✓ Discrimination
- ✓ Healthy Eating
- ✓ Gun Safety
- ✓ Voting
- ✓ Bullying
- ✓ Drug Use
- ✓ Domestic Violence
- ✓ Suicide Prevention
- ✓ Texting and Driving

### **Key points to remember about the writing:**

- The content of the writing should have the right "hooks" -- words or phrases that grab attention -- to attract your audience (again, you need to know who your audience is).
- The PSA should usually (though maybe not 100% of the time) request a specific action, such as calling a specific number to get more information. You ordinarily want listeners to do something as a result of having heard the PSA.

### **Getting ready to write your PSA:**

- **Choose points to focus on.** Don't overload the viewer or listener with too many different messages. List all the possible messages you'd like to get into the public mind, and then decide on the one or two most vital points. For example, if your group educates people about asthma, you might narrow it down to a simple focus point like, "If you have asthma, you shouldn't smoke."
- **Brainstorm.** This is also a good time to look at the PSA's that others have done for ideas. Get together with your colleagues to toss around ideas about ways you can illustrate the main point(s) you've chosen. If possible, include members of your target group in this process. If you're aiming your PSA at African-American youth, for example, be sure to invite some African-American youth to take part in brainstorming.

- **Check your facts.** It's extremely important for your PSA to be accurate. Any facts should be checked and verified before sending the PSA in. Is the information up to date? If there are any demonstrations included in the PSA, are they done clearly and correctly?
- **Identify a "hook".** A hook is whatever you use to grab the listener or viewer's attention. How are you going to keep them from changing the channel or leaving the room or letting their attention drift when your PSA comes on? A hook can be something funny, it can be catchy music, it can be a shocking statistic, it can be an emotional appeal -- whatever makes the listener or viewer interested enough to watch or listen to the rest of your PSA. For example, if you're aiming for Hispanic listeners, your hook might be to have your PSA use salsa background music.

Now you're ready to create your poster!