**PSA Assignment 122**

In groups of 2 or 3, students will create a Public Service Announcement (PSA) on an environmental topic of their choice. The end production will be in either a video announcement or a pod cast format.

The announcement MUST show strong voice and passion for the topic. The PSA should include:

* Description of topic (along with background if applicable)
* Message/Purpose of PSA
* One minute in length (+- 15 seconds)
* Video or audio effects must be used
* Must NOT include copyrighted materials
* Consistent vision or theme
* Target audience must be clear

**Topic Questions**

1. Target Audience: Whom do I want to speak to? 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?

**Deadlines.**

Topic and format (Due Oct. 12th)

Topic Questions (Due Oct. 15th)

Storyboard (Due Oct. 17th)

Full script (Due Oct. 19th)

Final production (Due Oct. 24th)