



Name _____

Date _____

This is it! Time to put all of your good learning and thinking together to create a persuasive and powerful public service announcement.

Requirements:

1. **Your issue must be clearly stated in short, memorable phrases.** Audience and purpose are clear. What information do you want the viewer to know?
2. **You must have a call for action.** What do you want the viewer to do? This should include information on how the viewer can help- including where to go, what to do, or how to get more information.
3. You must include information from your **research to support your claims.**
4. Your PSA must be persuasive. **Use persuasive writing and speaking** elements you have learned to convince the viewer - make the viewer *feel* something.



GENERAL INFORMATION

What is a public service announcement?

PSAs are short, "non-commercial" announcements prepared to provide information to the public. PSAs are used by organizations to:

- Publicize community events.
- Provide health and safety tips.
- Assist in fund raising efforts.
- Inform and influence public opinion.

PSA messages:

- *Must* contain information that is beneficial to the community.
- Should not include controversial or self-serving material.
- Include the most essential information in the first.
- Use short, upbeat sentences written in everyday language.
- Tell/ show how this information can help the viewer.
- Ask for action.
- Tell viewers/listeners where they can go, what they can do or who they can call.
- Edit tightly; look for ways to shorten phrases and sentences. Make it memorable!

PSA Project Rubric

Criteria	Points	Evaluation
<p>Process</p> <ul style="list-style-type: none"> - Techniques used are justified and appropriate choices were made. - Growth evident in daily editing - Group worked well together and everyone made significant contributions 	<p>35</p>	
<p>Purpose The purpose of your PSA is clear!</p> <ul style="list-style-type: none"> - What should I know after viewing? (research/facts are evident and appropriate) - What should I do after viewing? (call to action is clear and fits purpose of campaign) 	<p>35</p>	
<p>Persuasive Techniques</p> <ul style="list-style-type: none"> - Makes an impact on audience with emotion (shock, anger, sadness, guilt, surprise) - Language has power to persuade 	<p>30</p>	

Total Grade: _____