



Name: _____

Writing Activity- Wildlife Specialist

Create a Public Service Announcement about protecting African elephants. Plan your Public Service Announcement below. Under each step, brainstorm ideas for your PSA. Sketch your PSA on the next page. Then, design a final version of your PSA using a computer or drawing by hand.

Step 1: Message

Step 2: Audience

Step 3: Location for PSA

Step 4: Grabbing Audience's Attention



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Create a sketch of what your PSA will look like here:



How to Write a Public Service Announcement

A Public Service Announcement (PSA) is a message that goes out to the public. The message should raise awareness about an issue and try to change people's attitudes about the issue.

Step 1: Choose a message

You should choose what your message will be. The message should raise awareness about an issue. Sometimes a message is controversial. This means that not everyone agrees with the message. For example, a message like "homework increases stress in kids," might be controversial among parents and teachers.

Example messages: Plastic straws are harming ocean animals; Homework increases stress in kids

Step 2: Decide on your audience

Your audience is the person reading the PSA. You need to know your audience so you can write about the message in a way that relates to them. For example, you might write in a more serious tone if your audience was a group of scientists. On the other hand, you might write in a more informal tone if your audience was a group of kids.

Example audiences: Parents, scientists, kids, families.

Step 3: Choose a location for your PSA

You should choose a place to put your PSA. You should think about where your audience gets information. For example, if your audience is a group of kids, you might put a PSA on a textbook or on a website that kids go on. PSA can also be TV ads, in magazines, or hung up on the walls of grocery stores.

Example places for a PSA: Billboard next to a highway, magazine, Internet, TV, app on your phone, textbook.

Step 4: Grab your audience's attention

You want to grab your audience's attention. You can grab your audience's attention with graphics or words. Some PSAs use humor or fear to grab their readers' attention. You should think about whether your audience would want to see pictures or read words on the PSA. Then, you should decide if you want to use an emotion, like humor or fear, to grab their attention.

Example Public Service Announcements



Audience: Parents and families
Message: Physical activity is good for kids



Audience: People who can drive
Message: Don't text and drive



Audience: Adults and older kids
Message: It is illegal to not buckle your seatbelt



Audience: Kids and families
Message: You should brush your teeth 2 times a day for 2 minutes a day to be healthy