

Name: _____

Public Service Announcement

A public service announcement is a message given to the public to raise awareness and change how the public feels about an issue. For example, a public service announcement may be made to bring awareness to how hurtful bullying is or to inform the public of a disease that is spreading throughout the country.

Create a Public Service Announcement to bring awareness to endangered animals. Then, create an informational pamphlet to give to people who would like to learn more about endangered animals. Plan your Public Service Announcement and pamphlet below.

Step 1: Choose an Audience

The audience refers to the people who will be looking at your PSA. Choose one of the audiences from the list below.

- Conservationists
- Children
- Adults
- People who love animals

Step 2: Choose a Reason

Why are you trying to raise awareness about this topic?

Step 3: Decide on a Tone

Decide which tone your PSA will have. The tone of your PSA should match the event you are covering. For example, it would not be appropriate to use a funny PSA to explain how bullying is harmful. Circle your choice below.

- Funny
- Serious
- Informative
- Dramatic
- Something else: _____

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Step 4: Decide on PSA Location

Decide where you will put your PSA so that your audience can see it. You should think about where your audience gets information. For example, if your audience is a group of kids, you could put a PSA in a school textbook. If your audience is a group of adults you could put it on a billboard for them to see while they drive. Circle your PSA location below or create your own.

- Newspaper
- Bus
- Magazine
- Internet
- TV
- Phone App
- Billboard
- Other _____

Step 5: Brainstorm Ideas

Brainstorm ideas for your PSA by filling out the information below.

- Does your PSA have characters? If so, describe them.

- Where does your PSA take place? Describe the setting.

- What event(s) happen in your PSA? List the events below.

- What images and words do you want to use in your PSA?

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Step 5: Design Your PSA

Draw your PSA on the template below.



