

PSA PROJECT

DUE DECEMBER 11TH (A-DAY) DECEMBER 12TH (B-DAY)

A public service announcement (PSA) is a message in the public interest disseminated without charge, often times by the government. PSAs have the objective of raising awareness and changing public attitudes or behavior towards a social issue. You and your group will be creating a PSA poster or commercial. Your PSA must be related to driving.

Use the following questions and grading criteria to help you organize your project:

1. What is the purpose/main idea of the message? It must be related to driving
2. Who is the target audience?
3. When and where is this PSA being broadcast/distributed?
4. What is the catchphrase?
5. What kind of emotion is being conveyed? All PSAs uses emotion to connect with the audience.
6. Facts and Statistics? Facts and statistics must persuade the audience. Remember to record the source for all statistics that you gather so your viewers
7. Creativity? Is your poster or commercial able to creatively connect all of the following criteria effectively?

Sample:

DON'T TEXT AND DRIVE

Drivers who use cellphones are 4 times more likely to get into crashes that could be fatal

Using a cellphone while driving delays a drivers reactions as much as having a B.A.C. level of 0.08

“Don't Drive while inTEXTicated. Driving while inTEXTicated kills.”

To learn more about the effects of texting while driving can do go to <http://www.distraction.gov/>
Everyone can DO SOMETHING to help.