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.
PSA Task Sheet and Project Rubric

- 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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Process</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Techniques used are justified and appropriate choices were made.</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>- Growth evident in daily editing</td>
<td></td>
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<tr>
<td>- Group worked well together and everyone made significant contributions</td>
<td></td>
<td></td>
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<tr>
<td><strong>Purpose</strong></td>
<td></td>
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</tr>
<tr>
<td>The purpose of your PSA is clear!</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>- What should I know after viewing? (research/facts are evident and appropriate)</td>
<td></td>
<td></td>
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<tr>
<td>- What should I do after viewing? (call to action is clear and fits purpose of campaign)</td>
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</tbody>
</table>
### PSA Task Sheet and Project Rubric

#### Persuasive Techniques
- Makes an impact on audience with emotion (shock, anger, sadness, guilt, surprise)
- Language has power to persuade

<table>
<thead>
<tr>
<th>Persuasive Techniques</th>
<th>30</th>
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</thead>
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**Total Grade:** ________________