

Public Service Announcement (PSA) Assignment

For this assignment, you will come up with a concept, write, plan, and shoot a Public Service Announcement (PSA) that focuses on a health-related problem in our society and a solution to the problem. You will conduct this assignment alone. Use the guidelines below to begin to conceptualize a 30-second spot. (The PSA must be exactly 30 seconds. If this were a “commercial,” you would have only 30 seconds.)

Topics for consideration: Topics chosen are “first come, first chosen” although three separate students may choose one topic. For example, three different students can present a PSA on “anxiety” but each student must work alone and submit their own PSA. The list below should be used for your topic choice. Any other topic *must* have instructor approval prior to submitting the topic choice.

- Prescription drug abuse
- Sleep (college students should be the target audience)
- Stress
- Anxiety
- Texting and driving
- Binge drinking
- Healthy eating
- Avoiding sugary beverages
- Physical activity
- Smoking cessation

Media messages are fleeting. One compelling central message, clearly presented with a simple call to action, is the most effective way to get your point across.

Answer the following questions to begin:

1. Target Audience: Who do I want to reach with my message? Include information such as age, race, education, income, sex, and current health practices (i.e., eats poorly, drinks too much).
2. Message: What is my message? What do I want the viewer to understand?
3. Action Step: What is the call to action? What do I want the viewer to do? How can the viewer help solve the problem?
4. Significance of issue to the public: Why is this issue important to the public?

Required components of the project:

1. Turn in a written description of the PSA, briefly answering questions 1-4 listed in the box.
2. Present a 30 second PSA in class. The best way to present this is via a YouTube video.

NOTE: All PSA's must be shown on the large screen at the front of the room. If you cannot upload the PSA to the computer, you will not receive credit for the PSA. You may use your own computer ONLY IF you are able to connect it to the class projector and project your PSA onto the large screen.