

Name: _____ Date: _____

PSA Prep

Directions: Read "Are Phones Making Us Zombies?" and "Should Your Parents Control Your Phone?" Then use this activity to help you plan your public service announcement (PSA).

The Basics

Read this information to be sure you understand your goal.

First things first: What is a PSA?

A PSA is like a commercial, but it is not created to sell a product. Instead, it's designed to inform and educate the public about an important issue. Like regular commercials, PSAs can take many forms—videos that appear on TV or online, magazine ads, or posters that are displayed in public places like train stations, for example.

OK, got it. So what is *my* PSA for?

Here's what it says on page 25 of *Scope*:
Make a public service announcement (PSA) about the dangers of smartphone addiction and how kids can have a healthy relationship with their devices. Your PSA can be a short video, a poster, or a slideshow.

The Information

Use this section to gather the information you will include in your PSA. Jot down details from the two articles. You do not need to write in complete sentences.

Dangers of smartphone addiction

How kids can have a healthy relationship with their phones:

The Plan

Now that you've noted the information you want to include, think about how you will present that information.

The first thing to decide is who your audience is—who your PSA is aimed at.

The audience for my PSA is _____.

Next check one of the boxes below to show the format you will use:

I am going to make my PSA in the form of a

☐ **short video** ☐ **poster** ☐ **slideshow**

Now think about the tone of your PSA. For example, it could be humorous, helpful, frightening, or serious. Think about what tone will be most successful with your audience. Write your ideas here:

The Concept

It's time to brainstorm ideas for your concept. In the box for the format you will be using, jot down your ideas.

VIDEO

Will there be people? Text and images? A story? What about music? How will you get across the information you want viewers to know?

POSTER

Will there be one main image, and if so, what will it be? What colors will you use? How much information can you include without your poster looking too crowded?

SLIDESHOW

How many slides will you use? What sort of art will you include? In what order will you present the information?