**Sophomore PSA**

**Directions:**

A public service announcement, or PSA, is a message shared with the general public that raises awareness about an issue. Although most public service announcements have the overarching goal of informing their audience, a PSA may also serve to inspire the public to take action or make a change. You will be working with two other students and picking a topic out of a hat. These topics are based around “arguments” and have two sides. You will choose the side that your group wants to address in the PSA. You will create a video PSA where you are all involved and have equal parts. The PSA will take a stance on your issue. Be creative and have fun. Your PSA should be between 30 seconds and 1 minute, so you will have to have it planned out and be concise. The rubric is attached. Keep the following in mind as you plan your PSA:

* Who is the target audience?
* What’s your message?
* What do you want your audience to remember?
* What story or action will you communicate?
* What characters are there if any?
* What dialog is there? Where does the PSA take place?
* What persuasive techniques will you use?
* What tag line do you want to use?

**TOPICS:**

What animal makes the best pet?

Who is the world’s best athlete, present or past?

Which is better, reading books or watching TV?

Best fast-food restaurant in town?

Should kids be allowed to stay up as late as they want?

Should kids get participation trophies for sports?

All teenagers should have part-time jobs.

Should kids have limits on screen time?

Which is better, book smarts or street smarts?