

What is a PSA?
STEP-BY-STEP GUIDE TO CREATING AN iMOVIE

Producing a Public Service Announcement (PSA) is a great way to get students involved in writing, interviewing and using technology. This is demonstrated with the PSAs (iMovies) students produced during the June 2012 Science Camp held in McGrath.

(www.iasdthematicteaching.com)

- The idea of a PSA can be applied to almost any subject
- Each student can cover 3-5 aspects or facts about the same subject
- PSAs are under one-minute in length
- Specific guidelines will keep students from becoming overwhelmed
(see *bird and plant PSA templates and examples*)

What is a Public Service Announcement (PSA)?

PSAs are messages with the objective of raising awareness and changing public attitudes and behavior towards a social issue. They are disseminated through the media (radio, TV, newspaper) free of charge, which means the media organization is not paid for the airtime or space of the message.

- PSAs are similar in format to a commercial
- PSAs can be 10, 15, 30 seconds or one-minute long
- PSAs sell an idea not a product (commercials sell products)
- PSAs inform and educate about an idea such as health and safety or about a topic as in the examples presented here: plants and birds
- PSAs can be serious or funny

PSAs play on TV as well as on the radio. When writing a PSA for radio, the writing is more descriptive and audio narration and sound effects are used to convey the idea.

While watching television or listening to the radio, take note of PSAs and play them for your students as examples. A google search of *public service announcement samples* will bring a good variety to view.

PSA examples: Anti-smoking, drinking, drugs and pollution; promoting recycling, exercise, education etc.