

Media Literacy: PSA Commercial Development

Name:

Date:

“PSA” is a short acronym for: Public
Service
Announcement

These are television commercials, posters or printed advertisements that are created to raise awareness (usually among younger audiences but not always) about important safety and social issues.

An example which you may remember is the Concerned Children’s Advertisers commercial called “Don’t Put it in Your Mouth”. This ad, which we viewed in class, is targeted at small children and has friendly puppet characters singing a jingle reminding children not to put strange objects into their mouths.

Now it’s your turn. In your small groups:

- create a PSA with a serious intent that is **30 to 45 seconds long**
- choose a specific audience that you identify
- make some decisions about where and when your television commercial might appear and on what television networks.
- give reasons for all your choices.

Your advertisement can use humour, but the message is not to be silly. The subject matter meant to be serious and relevant to your audience. The group needs a script, storyboards (4 to 6 pictures that represent your plan for how the ad will look), music suggestions and casting suggestions. After the planning is done, we will film the ads in class.

Start your plan on the reverse side of this sheet. Each group member should have a copy of the planning material in case some members are absent. **Absences, apart from unusually long instances, are not an excuse for unfinished work. Be prepared to work with your partners in class, or make up time at recesses or Homework Club times.**

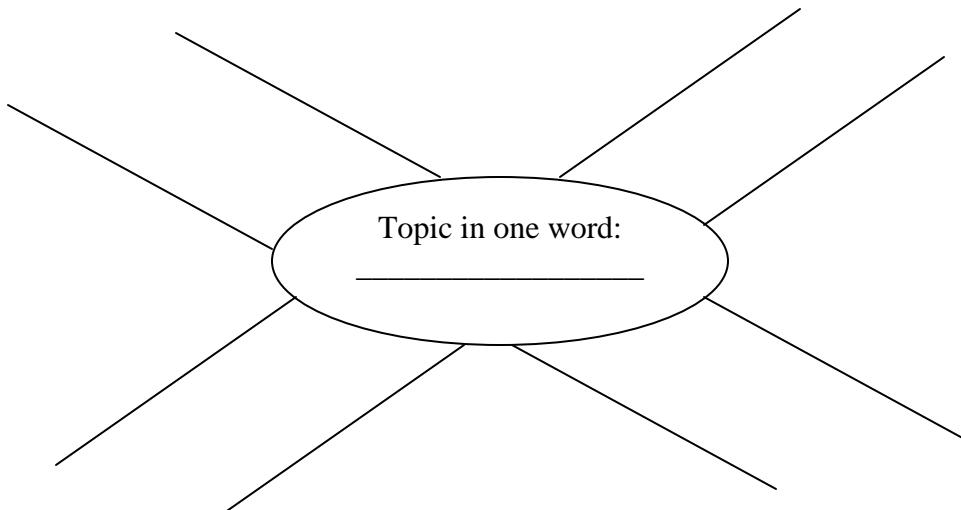
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My two partners: _____

Our topic:

Our target audience:

Script Brainstorm Ideas:



(Use the remaining pages to make a script and storyboards.)

Media Literacy: PSA Storyboards

Use the panels below to make a set of 4 to 6 still pictures that will represent your idea of how the commercial will look when you film it. At the bottom make a list of props of costumes you will bring to use on filming day.

Do not rely on classroom items or the props of another group -- be prepared.

Prop or costume needs
