

Name: \_\_\_\_\_

Due: January 15, 2021

Hour: \_\_\_\_\_

## My PSA Media Worksheet

**Purpose:** The purpose of this assignment is to give students an opportunity to apply what they've learned in Speech class and its concepts and utilize them about to create a public service announcement (PSA) on a societal issue. A PSA is a way to create awareness about an issue about which you think the public should care.

### Instructions:

1. Choose a topic. **Topic must be approved by teacher.**
2. Create a PSA in the form of a video. Consider the audience to whom you want to display your PSA. Your PSA should draw the audience's attention and be visually creative and attractive.
  - a. In your PSA, you **MUST** cite at least **TWO** social science data points to support your topic.
    - i. For example, if you choose homelessness, you must highlight two key facts about homelessness in your city, supported by social science data. Then, you must reference those data on your PSA (so, the public could see your sources when they view your PSA). To reference your data, put the source in parentheses next to the data point e.g., (ACLU.org).
3. With your PSA, complete this worksheet that will include a 250 – 500 words discussion of the **purpose** of your PSA, **and** the importance of your topic.
  - a. Briefly discuss the research about your topic, and how you used the data to convey the message you chose to illustrate.
4. At the end of your discussion, complete the reference section, listing your references in full MLA format utilizing CitationMachine.net.

1. Approved Topic of PSA:

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2. Who your media is for (Targeted Audience)?

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3. Slogan/Tagline:

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4. Purpose of PSA and its importance (250 – 500 Words)

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5. References Cited in MLA Format (using Citation Machine).

*You may go to a reputable data source (the census, local government websites, Pew Research Center, or other sources that collect social science data).*

a. Reference I:

b. Reference II:

c. Reference III: