



Public Service Announcement

A Multi-Media Project



“A public service announcement (PSA) or community service announcement (CSA) is an [advertisement](#) broadcast on radio or television, for the [public interest](#). PSAs are intended to modify public attitudes by raising awareness about specific issues. The most common topics of PSAs are health and safety.”

SELECT AN IMPORTANT CAUSE:

- Anti-Bullying
- Anti-Tobacco/smoking
- Caffeine/energy drinks
- Cyberbullying
- Littering
- Online Safety- stranger danger
- Prescription medicine abuse
- Recycling
- Texting/cell phones
- Vandalism

RESEARCH THE FACTS: helpful information about the topic for middle schoolers

- 1.
- 2.
- 3.
- 4.
- 5.

CITE YOUR SOURCES: (2 internet sources required)

Author: _____ Author: _____

Article Title: _____ Article Title: _____

Web Site Name: _____ Web Site Name: _____

http address: _____ http address: _____

Date you were online: _____ Date you were online: _____

CREATE A SLOGAN: to grab audience’s attention. Ex. “Give a hoot- don’t pollute!”
