

Make Your Own PSA!

A mini-guide and worksheet for educators to accompany the **Losing Blue** mini-lesson.

For teachers:

STEP 1:

Share examples found online of Public Service Announcements with students.

STEP 2:

After watching a few, ask students to generate a list of the common features of PSAs.

STEP 3:

Explain that these are called Public Service Announcements and are created for a specific purpose: to educate and raise awareness, to shift people's thinking and to relay an important message. You can ask the students what the messages were in the PSAs you watched as a class.

STEP 4:

Create small groups where students can discuss what audience the PSAs were aimed at, what strategies or tactics they used to achieve their goal in the piece and whether or not they think PSAs are effective at creating change.

STEP 5:

Invite students to develop their own PSA about an issue that is important to them. It may be helpful to brainstorm a shortlist first and then narrow it down to one.

STEP 6:

Encourage students to first conduct research about their selected topic.

STEP 7:

Distribute the PSA Storyboard template to each group.

STEP 8:

Explain that the storyboard will help them plan their PSA. This is a visual map of the shots they will use to tell their story and make their point. They can use the blank boxes to draw what they imagine will be on the screen: for example, will it be a close up of someone's face or a wide shot of a school playground? Remind them that they can describe any onscreen text or audio (voiceover, music or sound effects) that will accompany the visuals.

STEP 9:

Have students share their storyboards with the class (or, if possible, use them to produce their PSA!)

NFB PSA WORKSHEET

Losing Blue

1

AUDIO: _____
SFX: _____
TEXT: _____

2

AUDIO: _____
SFX: _____
TEXT: _____

3

AUDIO: _____
SFX: _____
TEXT: _____

4

AUDIO: _____
SFX: _____
TEXT: _____

5

AUDIO: _____
SFX: _____
TEXT: _____

6

AUDIO: _____
SFX: _____
TEXT: _____