Drug PSA

The last few weeks we have been looking at information and discussing the effects that different drugs have on our body both long term and short term. I believe it can be agreed that drugs generally are harmful to our bodies and should not be used.

The sad fact is, though, that many people begin using drugs at an early age and are then more likely to become addicted to them throughout their life. So how do we stop this?

Your job is to create a Public Service Announcement, using the guidelines below, to spread the message that drugs are bad and should not be abused.

You will be in groups of 3 or 4 and must choose from the list of drugs below as your main focus.

**Part 1: Answer the following questions and show to Mr. Kessler before moving on to part two.**

1. Who is your target audience? Who are you trying to reach with your message?
2. What is your message? By the time they are done with your PSA, what do you hope they take from it?
3. What is your call to action? What do you want those who view or see your PSA to do about the problem with that drug?
4. Why should we care? What is about your message that the public should buy into and believe in the fight you are trying to fight?

**Part 2: Determine your PSA Type**

You will be allowed to select the type of PSA that you present to the class. Each one has the same basic requirements, but there are few particular guidelines for each of them. Once you select the type, read the rubric and assignment for each of those as well.

Options include:

* 30 or 60-second commercial
* Flyer/Poster
* Brochure
* 30 or 60-second radio spot
* Your choice – must be approved by Mr. Kessler

**Rubric**: **You will be graded using the following rubric**

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| --- | --- | --- | --- | --- | --- |
| **PSA Components** | **AP** | **P** | **NP** | **D** | **B** |
| ***Technical Skills:*** PSA reflects all components as outlined for their option chosen |   |   |   |   |   |
| ***Creativity:***  The message is told in an engaging and thought-provokng way. The message is clear throughout all aspects of the PSA and grabs the attention of the viewer or listener.  |   |   |   |   |   |
| ***Message:***  Clear and consice message that is geared toward bringing about change.  |   |   |   |   |   |
| ***Facts:*** Facts used are accurate, cited correctly, and pertains directly toward what you are telling us |   |   |   |   |   |
| ***Collaboration:*** Group worked well together throughout the entire process, using time correctly and ensuring that no one is sitting and watching work be done |   |   |   |   |   |
| Total Score:  |   |   |   |   |   |
| Comments:  |  |  |  |  |  |

**AP: Advanced Proficiency (5 points)**

**P: Proficient (4 points)**

**NP: Nearing Proficient (3 points)**

**D: Developing (2 points)**

**B: Beginning (1 point)**