PSA NOTES

What is a PSA?

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To the audience, a PSA is just another commercial, so it should be written like one.

Start writing a PSA by defining your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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The goal of a PSA is simple:

The goal is not:

Is this message \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ enough to broadcast?

Is this message \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the broadcast audience?

1) Talk about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2) Use language you use \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_.

3) Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

People \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ actions with logic.

People are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by emotions.

4) Make it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5) Identify the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6) Deliver \_\_\_\_\_\_\_\_\_ core message.

7) Be \_\_\_\_\_\_\_\_\_\_\_\_.

8) Use \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_ only to enhance the message.

9) Make it important to your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.