

Public Service Announcement

Objective

To have students work in groups and create Public Service Announcements. Public Service Announcements (PSA) are messages that likely impact the majority of the public, distributed by the media without charge, with the objective of raising awareness, changing public attitudes and behaviour towards a social issue.

Materials Needed

- Digital video camera
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How the Activity Works

- Create small groups of four or five people.
- Give the groups a skit topic on ATVs or Motor Bikes such as speeding or impaired driving.
- Give them a time limit to discuss potential ideas for the skit.
- Limit their time on camera to one minute.
- Plan to play back the PSA video at the conclusion of a road safety day, road safety week or other road safety event at the school.
- If appropriate permissions have been obtained with respect to school and school board policy, upload the PSA onto video sharing sites like YouTube.

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