Student Pages - Public Service Announcement (PSA) Worksheet

Center for Urban Resilience

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9.1: Public Service Announcement (PSA) Worksheet

We have all seen public service announcements (PSA) on TV. They are meant to publicize a message that serves a public interest. In this lesson, you are being asked to create a PSA that makes a convincing argument for increasing your community’s use of alternative energy sources. The main point of this PSA is to use scientific knowledge and select appropriate images to develop a video that will persuade individuals in your community that alternative energy sources should become a more integral part of energy production.

PSA Requirements:
- 1-2 minute video including a narrative or music track.
- Contains images and text which support the argument.
- Citations are included with images and text when appropriate

Some questions to consider
- What forms of alternative energy are best suited for my community?
- What economic benefits are associated with that alternative source of energy?
- What environmental benefits are associated with that alternative source of energy?
- Are there governmental incentives for using alternative sources of energy?
- What might be the consequences if we do not begin considering a shift towards more use of alternative energy sources?

Creativity is key for this project. Consider who your audience is and how images and text can persuade them.