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Urban EcoLab

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Student Pages - Public Service Announcement (PSA) Worksheet

Center for Urban Resilience

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Name: _____ Date: _____ Class/Period: _____

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.