

U1L2A6 | Public Service Announcement

overview

In this activity you will work with a partner to design a public service announcement which encourages people to reduce their oil footprint. You will gain experience as an activist by advocating for change in your school community.

learning goal

- To investigate and discover alternative choices people can make in their daily lives to reduce their oil footprint.

success criteria

- Completion of public service announcement.

Inquiry Question

- How can we convince people to reduce their oil foot print?

What is a PSA?

A PSA is a short video, radio announcement, or print campaign created by a non-profit organization to persuade an audience to take positive action for an issue.

What are you trying to do?

- Grab your audience's attention.
- Send a specific, clear, and simple message.
- Change their behaviour.

Task

Work with a partner to design a public service announcement (PSA) encouraging others to adopt less oil dependent habits (i.e. reduce/reuse/recycle, shop locally, support wind/solar energy projects etc.).