

Group Names: \_\_\_\_\_

Sub-Topic: \_\_\_\_\_

## Health-Related Movie Project

You will be working with a small group to create a public service announcement (PSA). A PSA or public service ad is a type of advertisement featured on television, radio, print, or other media. While the objective of a "normal" advertisement is to market a product, a PSA is intended to change public interest by raising awareness of an issue. With a clear message, they aim to impact public attitudes and perceptions, and potentially (hopefully) stimulate the audience to take action.

You and your group-mates will be constructing a PSA on a topic you have learned about in Health class. You will be responsible for writing a creative, research-based script and producing a **1-3 minutes** movie that will be shown to the rest of your classmates. The script should provide the audience with accurate information using an inspired, influential approach that will engage the viewer by making a cognitive and/or emotional connection.

**\*\*Feel free to use .gov, .org, and .edu websites without restraint, but be wary of other .com websites. (Check with me FIRST if you want to use a .com site not listed here!)**

### **\*\*REMEMBER\*\***

Your PSA should send a message. Be creative and have fun, but be REAL. Being creative and silly is one thing but make sure that it fits with your topic these are meant to be educational and teach the public about a topic...