

PSA Assignment – Day 2

The scripts below are from the American Red Cross. Read through them and identify the hook, topic, and call to action. Then, take some time to listen to the audio PSA's from the American Ad Council. While you are reading and listening, complete the table on the following page.

DISASTERS - GENERAL :30

THOUSANDS OF FAMILIES AFFECTED BY DISASTERS URGENTLY NEED SUPPORT. YOU CAN HELP THE AMERICAN RED CROSS PROVIDE WARM MEALS, SHELTER AND HOPE TO FAMILIES WHEN THEY NEED IT MOST. PLEASE DONATE TODAY TO RED CROSS DISASTER RELIEF TO HELP PEOPLE AFFECTED BY DISASTERS BIG AND SMALL. GO TO REDCROSS.ORG OR CALL 1-800-RED CROSS TODAY. YOUR SUPPORT IS CRITICAL. WE CAN'T DO IT WITHOUT YOU.

BE A HERO RCO CTA :30

EVERY EIGHT MINUTES, THE AMERICAN RED CROSS BRINGS HELP AND HOPE TO PEOPLE IN NEED. THANKS TO THE SUPPORT OF EVERYDAY HEROES LIKE YOU, THE RED CROSS IS ABLE TO RESPOND TO DISASTERS BIG AND SMALL, SUPPORT MILITARY FAMILIES, HELP ENSURE THAT BLOOD IS AVAILABLE WHEN NEEDED AND TEACH LIFESAVING SKILLS LIKE CPR AND FIRST AID. BE A HERO. DONATE TODAY. VISIT RED CROSS DOT ORG OR CALL 1-800-RED CROSS.

SERVICES TO ARMED FORCES :30

IN TIMES OF CRISIS, THE AMERICAN RED CROSS IS THERE FOR THE MEN AND WOMEN OF THE UNITED STATES ARMED FORCES AND THEIR FAMILIES. FROM COMMUNICATING MESSAGES DURING EMERGENCIES TO OUTREACH TO THE NATIONAL GUARD AND RESERVES, TO VETERANS ASSISTANCE AND MILITARY HOSPITAL VISITS, THE RED CROSS PROVIDES VITAL SERVICES. SUPPORT THE RED CROSS SERVICE TO THE ARMED FORCES AND CHANGE A LIFE, STARTING WITH YOUR OWN. TO FIND OUT HOW YOU CAN HELP, VISIT WWW DOT RED CROSS DOT ORG OR CONTACT YOUR LOCAL AMERICAN RED CROSS CHAPTER. THANK YOU.

Scripts taken from:

[http://www.redcross.org/about-us/news-and-events/media-resources/public-service-adv
ertising/live-read-scripts](http://www.redcross.org/about-us/news-and-events/media-resources/public-service-adv
ertising/live-read-scripts)

Name _____

Period _____

Audio PSA's

[Bear Hug](#)

[Save Your Life](#)

[I Know](#)

PSA Title	Hook	Topic	Call to Action
Disasters			
Be A Hero			
Services to Armed Forces			
Bear Hug			
Save Your Life			
I Know			

Name _____

Period _____

Today's Assignment – The last time we met, you explored some possible topics for your PSA. Today you will make a final decision and start your research.



Identify Your Topic _____

Collect Some Research – interesting facts, startling statistics, etc.

You will not use all of this information, but it will allow you to better understand what needs to be done to address the problem.

1.

2.

3.

4.

Generate some possible hooks for the PSA -

Name _____

Period _____



What is the call to action? What do you want the audience to do as a result of your PSA?

Start the creative process. Remember your PSA must be between 30 and 60 seconds.

If you need to write on another sheet of paper, you may. Once you are happy with your PSA, practice and time the product.