**Public Service Announcement Scripting Template**

You can use this scripting template to plan a public service announcement.

**Creating an Outline**

Topic of your PSA:

In one sentence, summarize the main idea you’re hoping to communicate in your PSA:

Thinking through the primary purpose for your PSA early will help you make important decisions about the facts, fonts, images, and music to include in your final product. Examples: *“After seeing my PSA, I want my audience to know that life is very different in developed countries than it is in developing countries.”*

Emotion you’re trying to communicate:

Why this emotion makes sense for your PSA:

Every PSA is designed to persuade viewers to take action on an issue of importance. As a result, every PSA must attempt to make viewers feel specific emotions. Thinking through how you want your viewers to feel early in the planning process will help you make better choices as you develop your final product.

**Gathering Content**

The most critical elements in any public service announcement are the facts, statistics, opinions, and quotations that you choose to share with viewers. Without convincing content, you’ll never be able to convince viewers to feel the same way that you do about your topic. Use the following table to begin collecting content for your public service announcement.

|  |  |
| --- | --- |
| **Types of Content** | **Your Content** |
| When collecting **facts and statistics,** consider crafting comparisons or cause-and-effect statements. Remember to record the source for all statistics that you gather so your viewers can check your presentation for accuracy. Facts and statistics will make up the majority of good persuasive presentations.  Example: *While 95 percent of the people in the United States can read and write, 21 percent of the people in Burkina Faso can read and write.* (comparison) | Sources used: |
| All public service announcements are designed to be persuasive. Persuasion requires content creators to share their **opinions.** Be sure to use words and phrases connected to the emotion that you’re hoping to communicate!  Example: *Poverty is devastating countries, destroying families, and leaving children to fail.* | Sources used: |
| **Quotations** from recognized experts, international superstars, or the people closest to your issue can be particularly persuasive.  Example: *“My greatest wish is just to have a chance.”* —Maresh, age 5 | Sources used: |

**Planning Your Catchphrase**

One of the ways that producers of persuasive ads influence readers is by repeating short, memorable catchphrases throughout their presentations.

Influential catchphrases will reinforce the main idea and the emotion that the ad is hoping to convey.

Finally, catchphrases can be used to convince viewers to take action. Be sure to draft a few catchphrase options and then select the best.

Use the following table to craft a catchphrase for your presentation.

|  |  |  |
| --- | --- | --- |
| **Main Idea** | **Emotions to Convey** | **Catchphrase Options** |
| Poverty is an issue we should all care about. | Sadness, shock, amazement | Are *you* okay with that? Poverty’s real. You can help. Someone’s starving. |
| Your main idea: | Your emotions: | Your catchphrase planning: |