

PSA Outline

How will your PSA:

1. Create awareness.
2. Show the importance of a problem or issue.
3. Convey information.
4. Promote a behavioral change.

Beginning: How will you start your PSA? Describe what your introduction will look like. What comes first?

Next: How will you develop your message? What do your characters need to say? Do you need any props? What will the middle of your PSA look like? Describe your next steps.

End: How will you conclude your PSA? How will you make sure your message is very clear at the end and your audience knows exactly what you want them to do?