PUBLIC SERVICE ANNOUNCEMENT (PSA) PITCH PROPOSAL TEMPLATE

You can use this scripting template to submit a PUBLIC SERVICE ANNOUNCEMENT (PSA) PITCH PROPOSAL/**DUE: 2/4/2019**

Public Service Announcement Pitch Proposal Template

Student Names (Team):

(1)

(2)

(3)

Title of your PSA:

(Consider giving your PSA a clever title that will make it memorable to viewers. Like the titles of books or movies, PSA titles are important for engaging viewers. An engaging title can ben bring viewers to your presentation by itself!)

Topic of your PSA:

Subcategories of your topic:

1.	2.
3.	4.

(When planning your PSA, organizing the categories of facts, statistics, statements, and opinions that you collect on your primary issue into subcategories lends structure to your final piece. For example, if your primary issue is Generalized Anxiety Disorder (GAD), the content you collect might be organized into categories related to GAD (demographics: time of onset, age, gender, percentage of population; diagnosis; treatment; and prognosis). Your content might also be organized into different symptom criteria of anxiety – edginess ore restlessness, fatigue, impaired concentration, irritability, muscle aches and soreness and difficulty sleeping)

	Emotion you're trying to communicate: Why does this emotion make sense for your PSA:

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(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 to make better choices as you develop your final product)