Preparing to Write: My PSA

**Directions:** Read “Deadly Hits,” including the infographic on page 8. Then use this activity to help you plan your public service announcement (PSA) about concussions.

**PART 1: The Basics**
Read this information to be sure you understand your goal.

- **First things first: What is a PSA?**
  A PSA is like a commercial, but it’s not created to sell a product. It’s designed to inform and educate the public about an important issue. Like regular commercials, PSAs can take many forms—videos, magazine ads, or posters that are displayed in public places like train stations, for example.

- **OK, got it. So what is my PSA for?**
  Here’s what it says on page 8 of *Scope*:
  Create a public service announcement about concussions, drawing on information in the article and infographic. Your PSA may be in the form of a poster or video (no longer than 2 minutes).

**PART 2: The Information**
Use this section to gather the information you will include in your PSA. Jot down details from the article and the infographic. Use the back of this sheet if you need more room.

- **What a concussion is and why it’s dangerous**
- **How young athletes can stay safe**
PART 3: The Plan

Now that you’ve noted the information you want to include, think about how you will present that information.

The first thing to decide is who your audience is—that is, who your PSA is aimed at.

The audience for my PSA is ________________.

Next, check one of the boxes below to show the format you will use:

I am going to make my PSA in the form of a
☐ short video.  ☐ poster.

Now think about the title of your PSA. Write your title here:

PART 4: The Concept

It’s time to brainstorm ideas for your concept. Jot down your ideas in the box for the format you will be using.

VIDEO
Will there be people? Text and images? A story? What about music? How will you get across the information you want viewers to know?

POSTER
Will there be one main image, and if so, what will it be? What colors will you use? How much information can you include without your poster looking too crowded?