FINAL PROJECT
PUBLIC SERVICE ANNOUNCEMENT (PSA)

As a final project you are to create a 60 second Public Service Announcement (PSA) that is directed to an audience ages 10 to 13 years old. Your PSA should address the influences on perceptions of and personal standards related to body image; drugs / alcohol and other health related issues; and the influences of family, peers and community.

You must include 2 or more pieces of research or data in your announcement. Please refer back to any of the websites we have used. You must also incorporate and acknowledge a personal goal related to this topic.

Be creative. This Public Service Announcement (PSA) can be done as a video using Xtranormal or as a Qwiki; create a Prezi or a Voicethread; or acted out live. Remember to be original and do not reproduce what you have seen thus far.

In summary, the Final Project must:
- be 60 seconds in duration
- include all group members visually or as voice over
- contain at least 2 pieces of research/data
- contain a message that would affirm your personal goals
- be age appropriate (10 to 13 years old)

The following are examples of a PSA...

- PSA on the effects of second-hand smoke
- PSA on the effects of using drugs
- PSA on bullying

*Please note that these ads are just examples and do not meet all of the requirements to fulfill the criteria in the rubric.