

# Scriptwriting: PSA

## SCRIPTWRITING IN THE CLASSROOM

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Students can also be introduced to the Public Service Announcement.

These 30 second ads use various techniques to communicate messages succinctly.

[What is a Public Service Announcement?](#)

(good starting point)

[Ten Steps to Writing A Winning PSA](#) (handout-Scholastic)

[How to Create the Perfect Public Service Announcement](#)

Lesson Plan: [Deconstructing PSAs](#)

Lesson Plan: [Producing Public Service Announcements for Video](#)

Lesson Plan: [MyTube: Changing the World With Video Public Service Announcements](#)

Lesson Plan: [Campaigning for Fair Use: Public Service Announcements on Copyright Awareness](#)

### **The Ad Council: A History**

Ad Council icons and slogans are woven into the very fabric of American culture – [Smokey Bear's "Only You Can Prevent Forest Fires"](#), The Crash Test Dummies: "You Could Learn A lot from a Dummy", [McGruff the Crime Dog's: "Take A Bite Out of Crime"](#),

and of course, “A Mind is a Terrible Thing To Waste”, and “Friends Don’t Let Friends Drive Drunk” – just to name a few.

**Click the links below to watch some recent Ad Council PSAs:**

[Dropout Prevention](#) | [Obesity/Challenge/Contest](#)

- [Media literacy: ad your point](#)-an iMovie project to create a public service message
- Animation ([animated student produced PSAs](#))
- Montana Meth Project: [view TV ads](#)
- [Advertising In The Public Interest?](#) Blog post