

Growth Mindset

Create your own PSA-Guide Public Service Announcement
PSA/TV Commercial



CHECK LIST

- Camera / phone
- 45 - 60 min

ACTIVITY DESCRIPTION

Public Service Announcements or TV Commercial are produced to educate the public about an issue. While people pay for TV commercials, Public Service Announcements are run free by the station because message have a common good to the community.

THE STEPS

1. Review your checklist to ensure you have materials you need.
2. Invite your students to produce a message to educate his/her peers about Discovering their Natural High during Red Ribbon Week. Students can work in groups or individually.
3. Guide them to:
 - a. What is the ONE clear message you want to give in your spot?
 - b. What action do you want the viewer (student) to take?
 - c. Come up with a catchy slogan or phrase that is memorable? Like Nike's "just do it"
 - d. Show images that will move, inspire and motivate your peers to take action.
4. PEER REVIEW:
 - a. Divide students in groups for each to view and vote for the top video from their list.
 - b. Each group recommends their TOP video and then have the class view top entries and vote for the best of all.
5. Ask the school to play winning video during home room, school assembly or share with other classrooms.
6. NATURAL HIGH WANTS TO SEE WHAT YOUR STUDENTS CREATE:
 - a. Have students send the top five videos so we can post on our Natural High website and disseminate through our social media channels!

The Outcome: Your students will have taken charge of collaborating and raising awareness.



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