Make Your Own Public Service Announcement (PSA)

*The Interstate Highway System and Route 34*

What is a **public service announcement or PSA**?

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| Informational video or radio announcement that shows/tells the public what they should or should not do. Some are made by governments (local, state, and federal) and some are made by non-governmental organizations (NGOs) with private interests. **Example: don't vape.** |

What are 3 examples of topics that can be addressed in a PSA?

**Find examples by typing “psa” into YouTube’s search engine: (**[**https://www.youtube.com/**](https://www.youtube.com/)**)**

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| Please find **3 EXAMPLES OF PSAs and provide the links to each in the box to the right**  | **PSA EXAMPLES**1.2.3. |

**Watch this Interstate Highway PSA from 1957:**

[1950s INTERSTATE HIGHWAY PROMO FILM BY AMERICAN ROAD BUILDINGS ASSOCIATION 78014 MD](https://www.youtube.com/watch?v=wnrqUHF5bH8) (<https://www.youtube.com/watch?v=wnrqUHF5bH8>)

**YOUR TASK:** The objective of a public service announcement is to provide information to large groups of people. Together we will watch various *“public service announcements.”* After we watch them, you will break out into your small groups and make your own***1-minute public service announcement or PSA*** *.* Your PSA can be either about the benefits of building Route 34 or the problems of building Route 34. *You may use* ***WeVideo*** or *record on your phones.*