

# PSA challenge!

challenge submissions due May 24<sup>th</sup>, 2020 by 11:59 pm

PSA is an acronym for “public service announcement”. The goal of a PSA is to provide information that will bring awareness to an issue or challenge an audience to change their mind or behavior about something through a visual story or short message. You see PSA’s everywhere, like in advertisements and commercials. PSA’s can also provide encouragement, evoke emotion, help define expectations, or give instructions. They tell a persuasive story. This week, we challenge you to create a PSA to relay a message you think is important. It could be to raise awareness about kindness, or to let people know how their actions impact others, or to help them understand why or how something is important. The most effective PSA’s have a very specific focus. They can become tag-lines or slogans we remember for a long time – such as “Only you can prevent wildfires” or “Washing hands for 20 seconds kills germs”.

## official challenge instructions . . .

**Step 1) Think of something you feel is important to communicate. If you could say anything, what would you like to say to the world?**

- What are you passionate about?
- Is there something you feel others need to know?
- Is there a perception or behavior you would like to see changed?
- Would you like to provide a message of encouragement?
- Is there a problem you would like to see solved?

**Step 2) Develop your message. Think about what you want to say – and how you want to say it. Try to be very specific with your choice of words.**

- Design your message with words, pictures, or pictures and words combined
- Make a poster to display in your window or yard, or post it on social media
- You could also choose to present your message in a short video clip
- Use your imagination!

**Step 3) Share your ideas!** Email your PSA to us! We can’t wait to see what you’ve come up with! Be sure to include answers to the Challenge Questions and email to [a.hernandez-hall@wsu.edu](mailto:a.hernandez-hall@wsu.edu) by May 24, 11:59 pm.

### Challenge Questions

Answers to these questions can be typed in an email, written and scanned and attached to email, or you can take a picture of your answers to attach to the email. You can ask a parent or guardian to help you.

1. What is your first and last name?
2. What is the name of your 4-H club?
3. What did you like about this challenge?
4. What part of this challenge was not so fun?
5. What did you learn while completing this challenge?

**Step 4) Earn an awesome virtual badge! We’re excited to see your PSA!**