

GUIDELINES FOR CREATING YOUR OWN PSA



MAKE YOUR VOICE HEARD!

In groups, create a Public Service Announcement (PSA) that communicates a message about how to Stand UP! to bullying. This resource will help you and your class create a meaningful, entertaining, well-planned and effective message, which can be sent out to other students, schools and your community. When you have finished the PSA, consider presenting the finished product of your students' hard work.

1. The guidelines are:

- No classmates' names are to be used
- No physical contact is allowed
- Try to tell your story in less than two minutes

2. Decide who will:

- Write the lines (scriptwriter)
- Say the lines (actor/narrator)
- Give the actors suggestions on how to say the lines (director)

3. Together, brainstorm the idea for your PSA. It is the scriptwriter's job to write down the ideas and actors' lines.

- Where does it take place?
- Who is involved?
- What happens?
- What does the victim or bystander do to 'Stand UP!'?

4. Rehearse the PSA. Select students or have them volunteer to practice acting out the script. You can do this with multiple groups and scenarios. It is the director's job to lead the rehearsal.

5. Perform the PSA.

OPTIONAL: FILM YOUR PSA

If you have access to a video camera or computer animation software, consider filming or animating your PSA. This can be great student-generated material to show at a school assembly or presentation.