



Name: _____ Date: _____ Period: _____

LESSON 8.9

FINAL PROJECT: ROAD SAFETY PSA VIDEO

As your final project, you will work in a team to create a powerful, 60-second public service announcement (PSA) video that promotes safe road behavior. Your video should target students your age and focus on key safety messages for pedestrians, bicyclists and/or future drivers.

YOUR PSA SHOULD:

- Be no longer than 60 seconds.
- Include a clear safety message about pedestrian, bike and/or driver behavior.
- Use persuasive and appropriate language and visuals.
- Target a middle school audience (students like you!).
- End with a memorable message or call to action.

GROUP RESPONSIBILITIES:

- Brainstorm a message or story that promotes road safety.
- Assign roles: script writer, actors, director, editor, etc.
- Write a script before filming.
- Record and edit the PSA using a phone, tablet or school device.
- Submit your final video as directed.

PLANNING STEPS:

1. **Brainstorm:** What unsafe behavior do you want to change?
2. **Decide on a tone:** Will your PSA be serious, funny, dramatic or informative?
3. **Write your message:** What's the main thing you want your audience to remember?
4. **Draft your script:** Keep it short! What will be said and shown in each scene?
5. **Choose your roles:** Who will film, act, direct or edit?
6. **Rehearse:** Practice before you record so your message is clear.
7. **Record:** Film your PSA in a quiet space. Keep it steady and clear.
8. **Review and edit:** Make sure your video is clear, under 60 seconds and includes your key message.
9. **Submit:** Share the final video as instructed by your teacher.

TIPS FOR A GREAT PSA:

- Keep your message simple and clear.
- Think like your audience. What would make YOU pay attention?
- Use real-life situations students your age can relate to.
- Make it memorable, creative and school-appropriate.
- Be Street Smart — your video could help change minds and save lives!

PLANNING QUESTIONS:

1. What is the safety topic your PSA will focus on?

2. What is the main message or takeaway of your PSA?

3. Summarize your scene or story idea:

4. Who will do what in your group (actor, director, editor, etc.)?