

# CREATE YOUR OWN PSA CAMPAIGN: SAVE ENERGY, SAVE THE FUTURE



## WHAT YOU'LL DO

Work with your team to create a persuasive public service announcement (PSA) campaign that encourages people your age to save energy. You'll create a plan, develop your message and present campaign element(s) to the class.

### Your campaign must include:

- A clear, persuasive message about saving energy.
- A project plan that outlines tasks and roles.
- A communications plan to describe your audience and media choices.
- At least one sample campaign deliverable (script, mock-up or prototype).
- A group presentation to your classmates.

## OBJECTIVE

Create a unified campaign that reaches your audience with a clear, engaging, convincing message. Make energy-saving cool, smart and worth doing.

# PROJECT PLANNING TEMPLATE

## Team members and roles

(project manager, researcher, writer, designer, presenter)

NAME	ROLE	TASKS

## Timeline and milestones

TASK	PERSON RESPONSIBLE	DU DATE	STATUS
Brainstorm campaign ideas			
Research energy facts			
Draft messaging			
Create deliverable			
Rehearse presentation			

# COMMUNICATIONS PLAN

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STEP  
**1**

## Define your target audience:

- Age range:
- Interests:
- What motivates them to save energy (e.g., money, environment, trends)?

STEP  
**2**

## Pick your mediums:

- Social media (Instagram, TikTok, Snapchat)
- Video (TV-style ad or YouTube short)
- Poster campaign (school walls, bus stop)
- Radio or podcast ad
- Other:

STEP  
**3**

## Develop your key message:

- What's your main slogan or tagline?
- What emotion or reaction do you want to create?
- What action do you want people to take?

# CAMPAIGN DELIVERABLE MOCK-UP

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**Choose one format and sketch or write a sample piece:**

- **If video:** Write a short script or storyboard.
- **If audio:** Write a script and describe sound effects or music.
- **If poster or social:** Sketch your layout and write the caption.
- **If article or blog post:** Write your headline and first paragraph.

## PRESENTATIONS TIPS AND CHECKLIST

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**Tips to present your PSA:**

- Speak clearly and confidently.
- Stay on message. What do you want the audience to remember?
- Explain your choices. Why this format? Why this message?
- Show your sample campaign piece.

**Presentation checklist:**

- Social media (Instagram, TikTok, Snapchat)
- Video (TV-style ad or YouTube short)
- Poster campaign (school walls, bus stop)
- Radio or podcast ad
- Other:

# CREATE YOUR OWN PSA CAMPAIGN: TEACHER GUIDE



## OBJECTIVE

Help students develop persuasive campaigns that promote energy-saving behaviors using media literacy, collaboration and creativity.

### Suggested timeline:

- **Day 1:** Form groups, brainstorm, assign roles.
- **Day 2:** Develop campaign and create mock-up.
- **Day 3:** Finalize deliverables and present.

### Tips for implementation:

- Provide energy facts or direct students to research sources.
- Consider using a simple rubric for presentations (persuasiveness, clarity, creativity, teamwork).
- Allow different formats for creative expression.
- Consider inviting other classes or school staff for a PSA “gallery walk.”

### Optional extensions:

- Submit top campaigns to a local energy provider.
- Create a real school PSA using winning elements.
- Share on school or district social media (with approval).



## CREATE YOUR OWN PSA CAMPAIGN: RUBRIC

CATEGORY	9-10 POINTS	6-8 POINTS	3-5 POINTS	0-2 POINTS
Campaign message	Clear, creative and highly persuasive. Message is consistent and strongly encourages energy-saving action.	Message is mostly clear and persuasive with minor inconsistencies.	Message is somewhat unclear or only loosely persuasive.	Message is unclear, confusing or not related to energy saving.
Audience and medium fit	Medium is a perfect match for the target audience and demonstrates strong understanding of what appeals to them.	Medium mostly fits the audience with some thought shown about appeal.	Medium is a loose fit with little connection to audience interests.	Medium does not match the audience. There's no clear effort to tailor message.
Deliverable quality	Sample campaign piece is highly creative, polished and reflects real-world media standards.	Campaign piece is clear, shows effort and is mostly complete.	Campaign piece is rough or missing key parts.	Campaign piece is incomplete, confusing or missing.
Teamwork and planning	All team members participated equally. Roles were clear and the project was well organized.	Most team members contributed. Roles were mostly followed.	Uneven contributions or unclear roles.	Little teamwork. Most work was done by one person or the team was disorganized.
Presentation	Confident, engaging, well-prepared and clearly explains the message and choices.	Clear, mostly prepared and explains most decisions.	Somewhat unclear or under-prepared with limited explanation.	Disorganized or incomplete with poor explanation or effort.