

Name: _____ Date: _____

DIRECTIONS:

Using the graphic organizer below, take notes while you watch each public service announcement (PSA).



<p>PSA TITLE:</p> <hr/>
<p>TARGET AUDIENCE:</p> <hr/>
<p>MESSAGE:</p> <hr/>
<p>CALL TO ACTION:</p> <hr/>

REFLECTION QUESTIONS:

1. What did you learn?
2. What made the PSA memorable?
3. Does the PSA make you want to change your behavior? Why or why not?
4. Is the message important to you?
5. Do you have any unanswered questions?

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SAMPLE



DIRECTIONS:

Using the graphic organizer below, take notes while you watch each public service announcement (PSA).

PSA TITLE:

"I Try To Fit In"

TARGET AUDIENCE:

People who might transport invasive species without realizing it

MESSAGE:

"Hungry pests are invasive insects and other pests that threaten to devour our plant resources. Examples include trees, ornamentals, food crops, as well as threatened and endangered plants."

CALL TO ACTION:

Leave hungry pests behind! Go to hungrypests.com and get the facts.

REFLECTION QUESTIONS:

1. What did you learn?

Hungry pests eat our plant resources!

2. What made the PSA memorable?

The fact that Vin is such a creepy character.

3. Does the PSA make you want to change your behavior? Why or why not?

I'm definitely going to visit HungryPests.com to learn more.

4. Is the message important to you?

Yes. Trees are really important to our environment.

5. Do you have any unanswered questions?

How do people transport hungry pests?