

**CASE FILE**



AGENT: \_\_\_\_\_

DATE: \_\_\_\_\_

## Hear Ye, Hear Ye.

- \* A PSA, or Public Service Announcement, is a way to share important information to help a community.
- \* PSAs often try to convince people to make choices that will help fix a problem or keep a community (or the environment) healthy and safe.

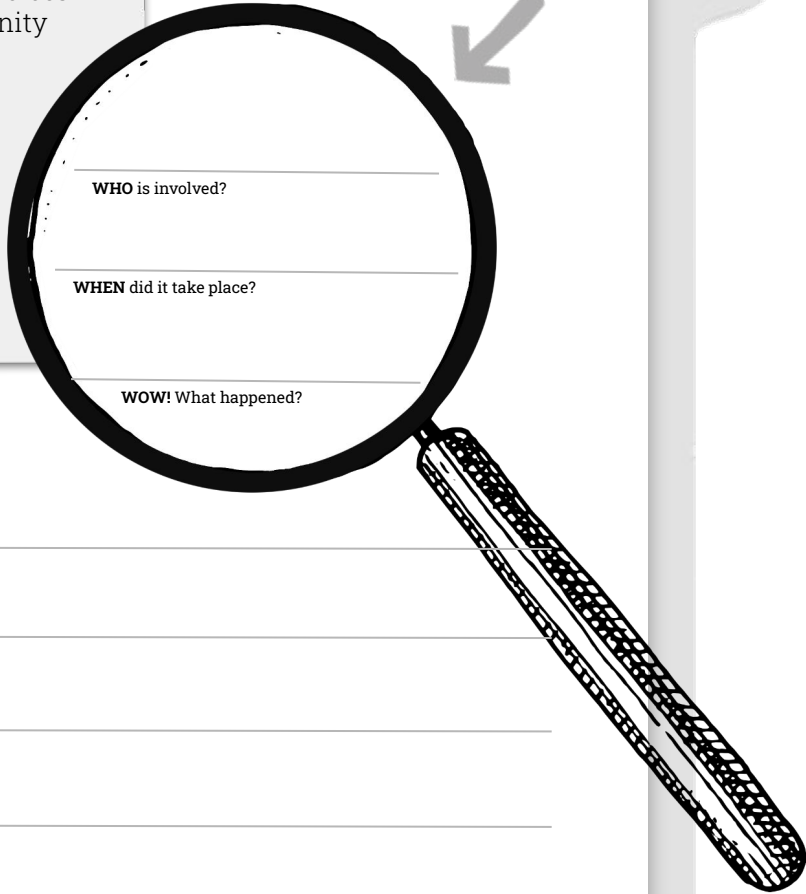
Create a 30-second PSA for a podcast that informs listeners about **The Disappearance of Masterpiece the Poodle**.

Listen to a sample PSA at: [Tinkercast.com/PSA](http://Tinkercast.com/PSA)

### STEPS:

Write an outline for the ad.

**1** What details do you need to include?



**2** Then write out a script that includes exactly what you want to say.

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**3** Practice saying it out loud a few times. Don't go too fast! Then record it!