

# Public Service Announcement (PSA)

## Be a Stormwater Sleuth!

You can be a Stormwater Sleuth by sharing your knowledge of stormwater and best practices with others.

A PSA is a great way to get started! These can be aired from local radio stations or shared in the classroom or at earth day events or water festivals.



## Background Information

Do you have a great idea that you want to share about stormwater and stormwater pollution? A creative way to share that idea with others is through a Public Service Announcement or a PSA. A PSA typically contains fewer details than a news article, but requires the same type of information.

### Supplies you will need :

- A paper and pen for brainstorming
- A computer or books for researching
- A way to record your PSA (device, computer, video camera)



Stormwater rushing into a storm drain.

## Instructions

- First, brainstorm ideas you would like to include in your PSA. The purpose of your PSA is to raise awareness about stormwater and stormwater pollution. What facts about stormwater do you want to share with others? How does this idea relate back to stormwater and stormwater pollution?
- Research any information you need to include in your PSA; a great PSA includes facts that are attention grabbing!
- Next write out a short paragraph focused on one idea. Remember - PSAs are not long speeches, just short sound bites that are meant to gain the attention of the listener and make them want to know more about what you are talking about.
- Have a parent or teacher read over your PSA to check for understanding and interest. Ask them to give you feedback on things you have done well and the challenges they see in your PSA. It is always good to have another set of eyes look over your work!

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### Instructions (continued)

- Sit down at the computer or use a device to record the PSA using a microphone and recording software. You could also make a video of your PSA. It may take many tries to get your PSA just right, but don't get frustrated – even the pros don't get it right the first time!
- Have a friend or parent listen to your PSA, allow them to give you feedback on how your recording sounds.
- You might need to record again to get it just right – but keep trying!
- Look for fun ways to share your PSA!

Practice your PSA with a partner before recording, it will help you work out the wording and make recording easier.

### Discussion Questions

1. How did you research information for your PSA?
2. Did you learn anything new and exciting during your research? If so, what did you learn and how did you incorporate the new facts into your PSA?
3. How are you going to share your PSA?

### Stormwater Sleuth Examines Careers



Technical Writer

Videographer

Journalist

Environmental Educator

Environmental Policy Specialist

Worker for a Nonprofit Organization

This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under Agreement No. 2009-51130-06040. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

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