

Media Role Play #2

Public Service Announcements

The Situation:

You work for a company that has received a grant to develop some public service announcements that would teach young people about the dangers of smoking. These spots will appear on TV, on the radio, and in magazines and newspapers.

The Task:

You are now part of this company and have to create some public service announcements that will tell the truth about smoking. You must come up with a media campaign that will convince young people not to smoke. Your hope is that young people will learn the things that tobacco companies won't tell them in their ads.

The Presentation:

The presentation can include any of the following:

- You can show your media campaign by just describing what it would look like or be like.
- You can create a storyboard with drawings and/or pictures.
- You can act out your public service announcements.

The Discussion:

Did our message get across? Why or why not?
Did you learn anything new from our messages?
What this information keep you from smoking?

