

Gathering Content

The most critical elements in any public service announcement are the facts, statistics, opinions, and quotations that you choose to share with viewers. Without convincing content, you'll never be able to convince viewers to feel the same way that you do about your topic.

Use the following table to begin collecting content for your public service announcement. Remember to find content from each of the subcategories that you identified earlier.

| Types of Content | Examples | Your Content |
|--|--|---------------------|
| When collecting facts and statistics , consider crafting comparisons or cause-and-effect statements. | Example: <i>While 95 percent of the people in the United States can read and write, 21 percent of the people in Burkina Faso can read and write.</i> (comparison) | |
| Remember to record the source for all statistics that you gather so your viewers can check your presentation for accuracy | | |
| Facts and statistics will make up the majority of good persuasive presentations. | | Sources used: |
| Opinion Statements: | Example | Your Content |
| All public service announcements are designed to be persuasive. Persuasion requires content creators to share their opinions. Be sure to use words and phrases connected to the emotion that you're hoping to communicate! | Poverty is devastating countries, destroying families, and leaving children to fail. | |
| Quotations | Example | |
| Quotations from recognized experts, international superstars, or the people closest to your issue can be particularly persuasive. | <i>"My greatest wish is just to have a chance."</i> —Maresh, Age 5 | Sources used: |
| | | |

Planning Your Catchphrase

One of the ways that producers of persuasive videos influence readers is by repeating short, memorable catchphrases throughout their presentations. Influential catchphrases will reinforce the main idea and the emotion that the video is hoping to convey. Catchphrases can also be used to provide structure and organization for the video by separating sections related to different subtopics. Finally, catchphrases can be used to convince viewers to take action.

Be sure to draft a few catchphrase options and then select the best. Use the following table to craft a catchphrase for your presentation.