

Scriptwriting for Digital Media Production

Assignment 1: Create a Public Service Announcement

You are responsible for creating one public service announcement. The announcement must report the following:

- One announcement theme
- An organization related to the topic
- The contact information for the organization

All announcements must be serious, clear, engaging and contain factual information. Suggested topics include:

- Adoption
- Community involvement
- Energy conservation
- Arts education
- Drug prevention
- Drunk driving
- Sexual harassment
- Registering to vote
- Domestic violence
- Community non-profit services
- Recycling
- Public safety
- Public health

Please ask the instructor if you have any questions about the quality of your chosen topic.

Each completed assignment will contain the following:

- One-60 second radio script.
- One-30 second radio script.
- One-30 second television script.

Scripts must be formatted properly according the format guidelines provided.

As a final note, remember that 3-act structure continues to be an important part of any story. Find your conflict, and you will find your story.