

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-30 second television script.
- One-15 second web broadcast script.
- One-15 second radio script.

Scripts must be formatted properly according to 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.

You may want to begin by reviewing the Ad Council campaigns at <http://www.adcouncil.org/>