

Name _____

Date _____

Public Service Announcement

A **public service announcement**(PSA) is a type of advertisement. Advertisements are structured to achieve a purpose. A television commercial, for example, is usually created to encourage people to buy something. A PSA's purpose is to encourage the audience to take action, such as by donating goods and services to victims of a natural disaster.

Read the following public service announcement and answer the questions.

Protect Our Watershed

ATTENTION RIVERSIDE COMMUNITY RESIDENTS:

Our local watershed is in danger! Recent testing shows alarming levels of pollution in the Clearwater River that supplies our drinking water and supports wildlife habitats.

DID YOU KNOW?

- 75% of local water pollution comes from everyday household activities
- Just one quart of motor oil can contaminate 250,000 gallons of water
- Storm drains lead directly to our river—not to water treatment facilities

TAKE ACTION TODAY:

1. Properly dispose of household chemicals at the Community Recycling Center (open Sat. 8 A.M.-2 P.M.)

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2. Use phosphate-free detergents and eco-friendly cleaning products
3. Never pour oil, paint, or chemicals down storm drains
4. Report illegal dumping: Call 555-CLEAN (24/7 hotline)

FREE WORKSHOP: "Protecting Our Watershed"

Saturday, October 15th, 10AM-12PM

Riverside Community Center

Educational materials and eco-friendly cleaning kits
available for all participants

This message brought to you by the Riverside
Environmental Protection Coalition in partnership with the
City Water Department.

Remember: Clean water starts with YOU!

1. What specific problem does this PSA address?

2. How does this PSA motivate the audience to take
action?

3. What is the main purpose of this public service
announcement?

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Public Service Announcement-Answer Key

1. What specific problem does this PSA address?

Pollution in the Clearwater River that threatens drinking water and wildlife habitats, largely caused by household activities.

2. How does this PSA motivate the audience to take action?

By providing specific, actionable steps, offering resources like workshops, and connecting personal behavior to community impact.

3. What is the main purpose of this public service announcement?

To inform residents about water pollution and motivate them to take specific actions to protect the local watershed.