

Allison McAllister  
1/5/15p  
Period 5  
Broadcast Media

## **Elevator Speech**

Topic: Body Acceptance

Why: want to do body acceptance because it is a major thing in middle school and high school and people have problems with it. It's mostly a problem in girls but guys feel like they have to stay in shape too.

Target Audience: Mostly middle schools and high schools.

Benefit: People don't have to spend all their money for products and chemicals. People can also feel better about themselves.

Call to Action: 1800-551-800 (self esteem)

How long: I'm planning on making it 1-1:30 minutes

Source of Information: I'm planning on getting my information from google.

How is it made: I'm going to make my PSA on imovie with still images and I'm planning on using the song "Who you are". I will put facts in on every image and I'll get images off of the internet.