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Broadcast Media

Per.5

2/6/15

**Elevator Speech**

This PSA group Project will be about Sexism in Middle Schools. It’s hard to recognize this type of bullying because most of the time we’re doing it to each other, and not conscious of the fact we’re doing it – it has become so “normal”.

This needs attention because the behavior is wrong, and many students are excluded from daily activities and interactions because of it. This includes being left out in sports, school activities, conversations, and more.

Our target audience is Middle School students because it’s such a wide-spread problem that needs to be solved. Almost every school has this problem; at least one child in every school is left out because of sexist acts.

Our call to action is to prevent sexism in middle schools by having students stepping in on sexist acts, and to prevent yourself from unconsciously doing sexist acts without knowing. We are going to show the call to action by having students talking to and adult or an teacher about what a student said to them or what witness saw in a sexist act.

This PSA is going to be about two minutes long.