

Caleb Reese

Broadcast Media

Period 2

1.24.17

Elevator Speech

My PSA is going to be about bike safety. I will inform the audience about being safe on a bike by using photos, facts and more. Also, I will include why you should use a helmet and how to ride safely. A call to action will be included at the end of my PSA saying

My PSA is targeted for middle school students, high school students and adults. By watching my PSA, people will learn about why you should use a helmet and how to be safe on the road. People should care about this topic because everybody has ridden a bike and people can get very injured if they are not safe.