

Gabby Thorburn

Broadcast Media

Period 4

January 21, 2016

Elevator Speech

My PSA is going to be about recycling. I will inform the audience about why people should recycle using photos, facts and more. I will include the negative effects that occur when people do not recycle. I will also give a few examples of ways that people can help. At the end of my PSA, I will have a call to action.

My PSA is targeted towards middle school students, high school students and adults. By watching my PSA, people will learn more about recycling and why it is good for the environment. People should care about this topic because recycling helps our environment thrive and makes the world a better place to live in.