

Gabby Thorburn

Broadcast Media

Period 4

2/17/16

Elevator Speech

My Cal Young PSA will be about iPad use. I will be informing the audience about how you should treat your iPad, and reminding them about some basic iPad rules. I will be using video footage, photos, and facts as my PSA content. I will show some examples of how not to treat your iPad, and some examples of how you should treat you iPad. I will also include some of the most common ways iPads are damaged. I will have a call to action at the end, which will be Mr. Schiff's iPad use blog page.

My PSA is targeted towards middle school students here at Cal Young. By watching my PSA, incoming 6th graders can learn more about their iPads and how they should be used. 7th and 8th graders can also benefit from watching my PSA, because it will remind them of the iPad rules. People should care about this topic because the iPads that we have are a privilege, and we should treat them respectfully.