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Broadcast Media

Period 5

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Elevator Speech – Peer Pressure

Our PSA will be about peer pressure. I will inform the viewers about why people should be educated about peer pressure. I will give facts, visuals, and ways to help support this issue, like raising awareness. I will give examples of what happens when people are forced to do things because of peer pressure. In our PSA, I will make sure to give real life examples, like peer pressure towards smoking, drugs, and alcohol. At the end of our PSA, we will give a call to action.

This PSA will be targeted towards teenagers. We think it is important that this PSA gets shown to all teens in order to help them fully understand about this topic. This might prevent further peer pressuring toward teens in the future. By watching our PSA, people will hopefully get a deeper understanding of what is happening to teens. People should care about this topic because peer pressuring is a very important issue that needs to be dealt with. Also, people should recognize the importance of it.