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Broadcast Media  
P.2  
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## **Elevator Speech**

My topic is Water usage/consumption. For this PSA I will show the audience how much water they actually use and some ways and tips they could use to reduce their water footprint and help less fortunate cities get the clean water they need. I will include photos and actual facts to prove my opinion. At the end of my PSA, I will have a call to action.

My PSA's audience is everyone because everyone is helping to raise their water footprint not lowering it. Water usage/consumption is a really big deal to this Earth and without it we could not survive. Lastly, do you want your kid dying because you and everybody else could not conserve one of the most precious things on Earth.