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Broadcast Media

Period 3

09.14.18

## **Elevator Speech**

Our PSA is going to be about the mess in the courtyard/cafeteria. We are going to show clips of trash in the courtyard, students littering, and explain how the trash is affecting our staff, janitors, and possibly other students and wildlife. Also we will include information on how long it takes to clean up all the trash in the courtyard and the cafeteria, and towards the end, clips of students doing what they are supposed to do, cleaning up their trash and throwing it away when they are done with it.

This PSA is targeted towards all students that attend Cal Young and other schools where messy courtyards and cafeterias are a problem. This topic is important because keeping our schools and environments clean is something we need to focus on to help us in the future. Our call to action will be to pick up after yourself and help the environment.