

Piper Ferris, Madison Schwake

Period 5, Broadcast Media

May 21, 2018

Elevator Speech - PSA #2

Our second PSA will be about cyber bullying. We will inform the audience about cyber bullying and how it can affect adults, but mostly, how it can affect children. We will use videos, pictures, facts and more, to show how cyber bullying can affect someone's life and how you can help cyber bullying can be prevented. In our PSA, we will have a call to action. Our call to action will show people the signs of cyber bullying, so people can help others and help prevent cyber bullying from continuing to happen.

Our PSA is targeted towards children in middle school and high school especially. By watching our PSA, people will learn more about cyber bullying and about what they can do to help victims of cyber bullying. This is an important topic because cyber bullying is all around us, and we should help others feel good about themselves rather than bad.