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| **Zoos: PSA RAFT Assignment Name:** |

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| A Public Service Announcement (PSA) is a message to the public displayed by the media without charge. The purpose of a PSA is to raise awareness (**inform**) and change public attitudes and behavior towards a social issue (**persuade**). |

Create a **PSA** as follows:

![C:\Documents and Settings\jpiner\Local Settings\Temporary Internet Files\Content.IE5\M0SO5XIR\clipart-pencil-checklist[1].gif]()

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| **Directions**:* Your PSA should be neat and colorful
* Include 3 pieces of evidence from the zoo articles (purpose = *to* *inform*)
* Use strong words that change public attitudes/behavior (purpose = *to* *persuade*)
 |

**Step 1**

Choose a **Role**:

Animals Rights Activist against zoos

Zoo Spokesperson in favor of zoos

**Step 2**

Consider your **Audience**:

* Remember you are informing/persuading the general public

**Step 3**

Choose a **Forma**t:

 Billboard

 Pamphlet

 Political Cartoon

 Flyer

**Step 4**

 Choose a **Topic**:

Discourage the public from visiting/supporting zoos

Warn the public of the harm that can come from keeping animals captive in zoos

Encourage the public to visit/support zoos

Convince the public that zoos are helping animals

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**Grading Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assignment Traits** | Awesome**1** | Good**2** | Getting There**3** | Needs Work**4** |
| **Accuracy**Information is correct and supported by text evidence. |  |  |  |  |
| **Perspective**Student adapted the writing to reflect the role chosen. Word choice helps to reflect the role. |  |  |  |  |
| **Focus**Student followed the chosen format and included relevant details. |  |  |  |  |
| **Creativity / Neatness**RAFT is creative, neat, and colorful. |  |  |  |  |

4 points = 100 A+ 9 points = 75 C 14+ points = 50

5 points = 94 A 10 points = 69 D+

6-7 points = 87 B+ 11-12 points = 63 D

8 points = 81 B 13 points = 56

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