

COVID Booster Awareness Media Campaign

Congratulations!

You have been chosen to be part of a Public Relations team for a campaign trying to raise awareness about the need for COVID 19-booster shots. You get to decide how you want to present the information by designing a PSA in Tiktok format focusing on the positive aspects of the booster shots.

Why Are We Doing This?:

We want you to apply this information to create a well-thought out PSA about the need for COVID 19 booster shots . Each member of the group will be a part of a “commercial” and will act out whatever lines they are assigned in their group for a final presentation. *If you decide to work independently, you will be responsible for all the lines in your presentation and will need to indicate when a new speaker would be speaking.*

Steps:

1. After reviewing the links, write out a script for your PSA commercial.
 1. Are you focusing on the advantages of booster shots?
 2. How will you get your point across?
 3. Do you want the commercial to be informative, entertaining, persuasive, or a little bit of each?
2. Think through the possible objections about your PSA that someone could have and how you would answer them. Are you focusing too much on entertainment and taking away from the larger picture? Are you focusing so much on facts that you fail to grasp the audience’s attention?
3. Share with the group and see if you can convince them that your PSA conveys the message you are trying to spread effectively.

Things to Keep in Mind:

- The commercial should be a 1 minute presentation
- Make sure every member of your group has lines to contribute.
- If you are working alone:
 - Be sure to indicate clearly when a different speaker is supposed to be speaking