

 BUILDING BLOCKS STUDENT WORKSHEET

# Creating a PSA about credit cards

To help promote positive credit card practices, you'll create a public service announcement (PSA) that delivers an engaging message designed to raise awareness of, provide information about, or change people's behavior regarding how they use credit cards. Your PSA will take the form of a commercial.

## Instructions

1. Brainstorm questions you have about using a credit card.
2. Research effective credit card practices and record key findings.



Find information about effective credit card practices on these resources:

The Consumer Financial Protection Bureau (CFPB) website's question-and-answer page: [www.consumerfinance.gov/ask-cfpb/](http://www.consumerfinance.gov/ask-cfpb/) ("Bank accounts and services" and "Credit cards" sections)

USA.gov: <https://www.usa.gov/credit-cards>

The Federal Trade Commission (FTC):  
[www.consumer.ftc.gov/articles/0205-using-credit-card](http://www.consumer.ftc.gov/articles/0205-using-credit-card)

3. Choose a topic or focus for a PSA about credit cards, define what problem the PSA is trying to solve, and identify the audience.
4. Storyboard your PSA, combining words and images to communicate your message.
5. Identify a memorable tagline or a call to action.
6. Write your script.

## Plan your PSA

1. Before you conduct research on credit cards, what questions do you have about safe and responsible credit card use?
2. Write down interesting information from your credit card research that you may include in your PSA.
3. Define your topic. What aspect of credit card safety or responsibility will you focus on?
4. What problem is this PSA solving? What are the risks if people don't adopt the behavior your message calls for? What are the benefits of adopting that behavior?
5. Who is your audience?

## PSA storyboard

Identify key points in your message that will grab people’s attention and make the PSA memorable. Document how you will convey those points in words and images.

Words	1.	2.	3.	4.
Images	1.	2.	3.	4.

## Define your call to action

What will your tagline be that people will remember after hearing or seeing the PSA (such as “Only you can prevent forest fires”)?

## Write your script

Use a separate piece of paper to create a script for your PSA.