

What is a PSA?		
	Day 5	40 minutes
Learning Objective	Students will evaluate several census posters for effectiveness in increasing participation in the decennial count.	
Introduction	Ask students for examples of PSAs that they have seen on the Internet, TV, posters, or billboards.	5 minutes
	Create a list of examples provided by the students and identify what they have in common.	
Evaluation of Sources	Display or distribute sample of PSAs for the census from past decades. Examples can be found at: https://www.census.gov/dmd/www/advposters.html	30 minutes
	Examples are included in Documents T through AB).	
	Have students determine which PSA they think is the most effective. You can use a scale of 1-10 to have them quickly assess each PSA.	
	Have the class discuss and vote on which PSA they think is the most effective. One option is to post the PSA's around the room and have students put a sticker on the one they thought was the most effective, for their vote.	
Closing	Explain to students that they will be creating their own <i>Count Me In Campaign</i> PSA.	5 minutes