


 **BUILDING BLOCKS STUDENT WORKSHEET**

Creating a PSA about credit cards

A credit card and the card number provide access to credit that you are responsible to repay. It's important to protect your card and card number. Learning to use credit cards safely can help you manage and protect your money.

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 using these resources:

- The Consumer Financial Protection Bureau (CFPB) website's question-and-answer page:
www.consumerfinance.gov/ask-cfpb/
("Credit cards" section)
- A Federal Trade Commission (FTC) video on online shopping and credit cards:
<https://www.youtube.com/watch?v=3w4t1dYCayM>

- 3 Complete the steps in this worksheet to plan and write your PSA.
- 4 Decide whether you'll record your PSA or perform it live.
- 5 Practice and then record or perform your PSA.



Plan your PSA

1. Before you conduct research on credit cards, brainstorm and write down questions you may have about or things you'd like to know about safe and responsible credit card use.
2. Write down answers to your questions and 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 and where would you show your PSA so you could reach them?

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.