

## PROJECT: Create a PSA or Ad for Predatory Lending

Your teacher will split the class down the middle. Half of you have been **hired by a nonprofit organization that specializes in financial capability to design a Public Service Announcement (PSA)**. Your goal will be to help people stay away from predatory lenders! Your PSA should help people understand why a particular type of predatory lending is problematic and how to avoid falling prey to it. The other half of you are **Predatory Lenders** trying to **convince your audience to use your product by creating an advertisement**. Your goal will be to sell them! You can either use your marketing savvy to take advantage of the fact that the audience may be misinformed or you can show them the potential positives of this type of lending for your target audience.

Rather than a one-size-fits-all approach, both the nonprofit and predatory lending companies have identified two demographics they are trying to reach. You will collaborate with group members to create a PSA or an advertisement for these target audiences. After writing your PSA or Ad, you'll have a chance to practice it and then perform it live OR video tape it in advance and play the video for your class. Your PSA or Ad should be approximately *30 seconds in length*. After the performances, you will vote on who did a better job convincing a listener to use or avoid this type of predatory lending!

### Part I: Form a group & brainstorm ideas

- A. Your teacher will give you instructions for how to form groups. There should be 8 groups total.
- B. Your teacher will assign you one of the following:
  - a. PSA funded by FinCap nonprofit
  - b. Advertisement for lending company
- C. Your Teacher will assign you one of the following Types of Predatory Lending:
  - a. Payday loans
  - b. Auto title loans
  - c. Pawnshops
  - d. Rent-to-own centers
- D. All PSAs and Ads will target the following groups:
  - a. Families living paycheck to paycheck
  - b. Individuals with high credit card or loan debt
- E. If you are in a PSA Group, **read** the "Getting Started" portion of this article [How to Create the Perfect Public Service Announcement](#). Remember, you want your PSA to help people prevent getting bamboozled by your type of predatory lending.
- F. If you are in an Advertising group, **read** this listicle [11 Simple Tips to Creating An Effective Ad](#). Remember, you want to make sure your Ad convinces your audience to take part in this type of lending.
- G. As a group, brainstorm ideas for your PSA or Ad in the space below.

### PSA or Ad Brainstorming:

PSA or Ad?	Assigned Predatory Lending Type	Characteristics of Target audience

### Part II: Choose an idea and Determine a Plan

1. From your brainstormed ideas above, choose one idea your group will create. You'll then need a plan for how you'll complete the task. It might also be a good idea to assign roles to each group member (writers, actors, set designers, props, creative, etc). Some questions you might want to consider are:
  - ☐ What materials do you need?
  - ☐ What are the different steps you need to take in order to create your PSA or Ad?
  - ☐ How will you divide the work and how will you make sure each group member knows what the other is doing?

**Write your plan for completing your PSA or Ad below.**

### PSA/Ad Plan & Roles:

### Part III: Research your topic and fact check

2. Now that you've chosen an idea and made a plan, you need to research your type of predatory lending to make sure any *facts* you present in your PSA or Ad are true and accurate. Even if you don't plan on including the facts, knowing what they are will allow you to make your persuasion stronger! Note which sources you used in case you need to refer back to them.

#### Research & Fact Checking:

### Part IV: Write your PSA or Ad Script

3. Use the space below to write out the script for your PSA or Ad. Some tips for *PSA script writing* are given [here](#) (starting with the section "KEY POINTS TO REMEMBER ABOUT THE WRITING.") Tips for *commercial script writing* can be found [here](#) (starting with the "Addendum 1" section).

#### Script:

**For PSA groups:** Review this checklist and, if needed, revise the script of your PSA to improve its effectiveness:

- ☐ Does your PSA have one main topic?
- ☐ Are the facts you use up-to-date? Are they accurate?
- ☐ Do the facts you use compel the target audience(s) to avoid this type of predatory lending?
- ☐ Have you appealed to your target audience?
- ☐ Have you utilized visual effects, emotional imagery or words, humor, or shock value?
- ☐ Is your language concise and in support of the one main topic?
- ☐ Is the call to action clear?

**For Advertisement Groups:** Review this checklist and, if needed, revise the script of your Ad to improve its effectiveness:

- ☐ Does your advertisement have a clear message?
- ☐ Is your Ad persuasive? Does it try to convince people to use your lending services?
- ☐ Does your Ad address the potential negatives or accentuate the positives?
- ☐ Do the facts you use compel the target audience to take advantage of this type of lending?
- ☐ Have you appealed to your target audience(s)?
- ☐ Have you utilized visual effects, emotional imagery or words, humor, or shock value?
- ☐ Is your language concise and in support of the one main topic?
- ☐ Is the call to action clear?

#### **Part V: Practice and/or videotape your PSA/Ad**

Rehearse the PSA or Ad with your group members until it runs smoothly. Be prepared to present it live in front of the class. Or, if you prefer, video tape your PSA in order to present to the class that way. Follow the directions your teacher gives for presenting your PSA.

#### **Part VI: Time to Vote!**

After viewing your classmates' Ads and PSA's you are going to decide which group was *more convincing*. Will you take the advice of the PSA or was the Advertising group convincing enough about the potential for using this type of lending offer? ***You should be voting as if you have never heard about this type of predatory lending before!***

Your teacher will **make a copy** of [this survey](#) for your class and send it to you to fill out. For questions about your own PSA or Ad topic, choose the "This was my assigned lending type" option.

## Part VII: Reflect

4. In the space below, reflect on your experience creating and viewing these PSA's and Ads by responding to the following prompts: Why do some people use predatory lending services? Why might these services be considered dangerous to your financial well being? If you are considering using these lenders, what are important rules to keep in mind?

**Reflection:**