

# PSA HEADLINE AND BODY COPY

The headline functions like a title. It should connect to the main idea of your PSA. Your headline should:

- Be short and memorable
- Be serious, humorous, poetic, or informative
- Should be the largest text on the page
- Should use effects such as styles, layer styles, warp, or filters

Body copy provides additional information. Use the paragraph you wrote with your research evidence in the body copy.

- BODY COPY TEXT IS SMALLER THAN YOUR HEADLINE
- BODY COPY SHOULD BE EASY TO READ AND UNDERSTAND
- USE A SIMPLER FONT AND STYLES THAN YOU USED IN THE HEADLINE
- INCLUDE A WEB SITE FOR MORE INFORMATION.
- INCLUDE AT LEAST 3 SENTENCES:
  - TOPIC SENTENCE
  - EVIDENCE
  - WEB SITE

## EXAMPLE

Unicorn habitats are disappearing at an alarming rate worldwide. This has resulted in a loss of 22% of the unicorn population. Let's work together to conserve this magical creature. To find out how you can help, contact [savetheunicorn.com](http://savetheunicorn.com)