**PSA Business Letter Sample**

Body (1–3 Paragraphs)



Michael Daly

1234 Will Street. *(Your street address)*

Atlanta, GA 30307*(City, State ZIP)*

October 17, 2019 *(Current Date)*

Ms. Lisa McDonald *(Name of recipient)*

Brighten Academy *(Business/Institution name, if applicable)*

5897 Prestley Mill Road *(Street Address)*

Douglasville, GA 30135 *(City, State ZIP)*

Dear Mrs. McDonald: *(Notice the use of a colon after the greeting)*

**Introductory Paragraph:** **I believe that distracted driving is an important issue for the Brighten Academy community. Studies by the National Traffic Safety Council found that, “Distracted driving is dangerous, claiming 3,166 lives in 2017alone.”** Another study by the **AAA Foundation for Traffic Safety** states that, **“Driver distraction is responsible for more than 58% of teen crashes.”** As most

of our students travel to school by car, I believe this is an issue that everyone can relate to. My classmates and I want to create a Public Service Announcement to highlight the dangers of distracted driving and we hope you choose our PSA to represent the 7th grade.

**Second Paragraph:** Our PSA is called “A Regrettable Action”. The PSA will show two drivers – one driver will be shown driving responsibly while another driver will be shown driving irresponsibly (laughing and talking to friends in the back seat/looking at her cell phone.) We plan to cut back and forth, between the two drivers. The responsible driver will be shot with classical music playing as the audio. The distracted driver will be shot with party/rock music playing as the audio. The PSA will end with an accident. The responsible driver will be killed while the distracted driver will survive and be seen looking upset and talking with the police.

The slogan that will flash on a black screen with white text at the end will be:

"THAT DISTRACTION IS NOT WORTH A REGRETTABLE ACTION."

**Concluding Paragraph:** Summarize your earlier statements. Provide any additional information you think is important. Thank the recipient for his or her time. Two to three sentences is a good length for a concluding paragraph.

Sincerely, *(Other possible closings include Respectfully or Truly Yours)*

*(Leave 3–4 spaces so you have room to sign your name)*

Any Student *(Type your name)*

*PRACTICE ADRESS PAGE:*