Script for PSA

Student 1: When I get home I play video games. I play Guitar Hero and it has taught me how to count beats and the coolness of songs. I wish school was as interesting as my video games.

Student 2: I don’t like to read books. I find the pages of a book smell funny and it makes me sniffle. I love to read on my Kindle though. I recently read Gym Candy in 2 days because I couldn’t put it down.

Student 3: My textbooks at school are hard to read. If I read about the same topic online, it makes more sense to me. The moving pictures show me how something works, and if I don’t know how to pronounce the word I can set the computer to read it for me so I know.

Adult 1: When I was in school, the teachers talked, we listened, and took notes. I only ever had to take multiple-choice tests. I knew the answers the day of the test, and usually got As and Bs. But don’t ask me the next day about the information; it was gone.

Student 6 My parents live in the golden ages. When I am having problems with my homework, they suggest I look it up in the encyclopedia! In the time it takes me to get out the outdated book, I have already found the information on the Internet! It's faster and more current! I'm not going to use those heavy books!

Student 4: I use my cell phone all the time. I can look up information on the Internet, I text my friends, it will even tell me how to get from home to my friends house. Student 5: I have been learning more through my teacher’s website and our class blogs and wiki than I learn in a book. I don’t even open the textbooks I have at home any more. They come home in September and go back in June.

Narrator:

 Why spend money on textbooks in today’s digital world? They are outdated by the time they are printed and sent out to the schools! Think about it- spend the same dollars on laptops for each and every city school classroom.

Studies have shown that students will have a deeper understanding of the information and retain the material longer when they work with it.

In the September 2010 issue of Discover magazine, Tiffany Barnes discusses the importance of interaction for learning. Learning takes place in video games when the player sees the effect of their actions, and makes a connection to what they know. Their reward is more points in the game. There is also the opportunity for different people to play at different levels at the same time.

There is no need to drive the textbook companies out of business- they are already creating interactive materials on CD-ROMs and providing online access to their textbooks. Schools can subscribe to these services at a lower cost than purchasing those heavy books that collect dust and sit unopened.

Let’s spend money in ways that reaches today’s students their digital world!