What Does it Mean to Be Professional?

HIGH SCHOOLS

YOU CAN FLY
AOPA FOUNDATION

STUDENT ACTIVITY 3

Name_____

Class_____

PROFESSIONALISM PSA

CONTEXT

Imagine that you and your fellow group members are the managers of a large regional airport.

- You have hundreds of employees, including pilots, stewards, air traffic controllers, mechanics, customer service reps, restaurant cooks, store clerks, cleaning and janitorial staff.
- Their professionalism determines the quality of the customer experience, the health of the employees' work environment, and everyone's safety—not to mention the airport's profits!

How can you use the format of a public service announcement (PSA) to motivate and train all your employees to demonstrate professional behavior?

INSTRUCTIONS

Create a skit for your Professionalism PSA:
1. Form a group and get your assigned Professionalism trait.
2. Choose a specific behavior to inspire in others (consider a slogan or motto).
3. Write a script showing why that behavior is good—or why lacking that behavior is bad!
4. Give everyone a role to play.
5. Practice acting out the skit to perform for the class during the final session.

Sample script format:

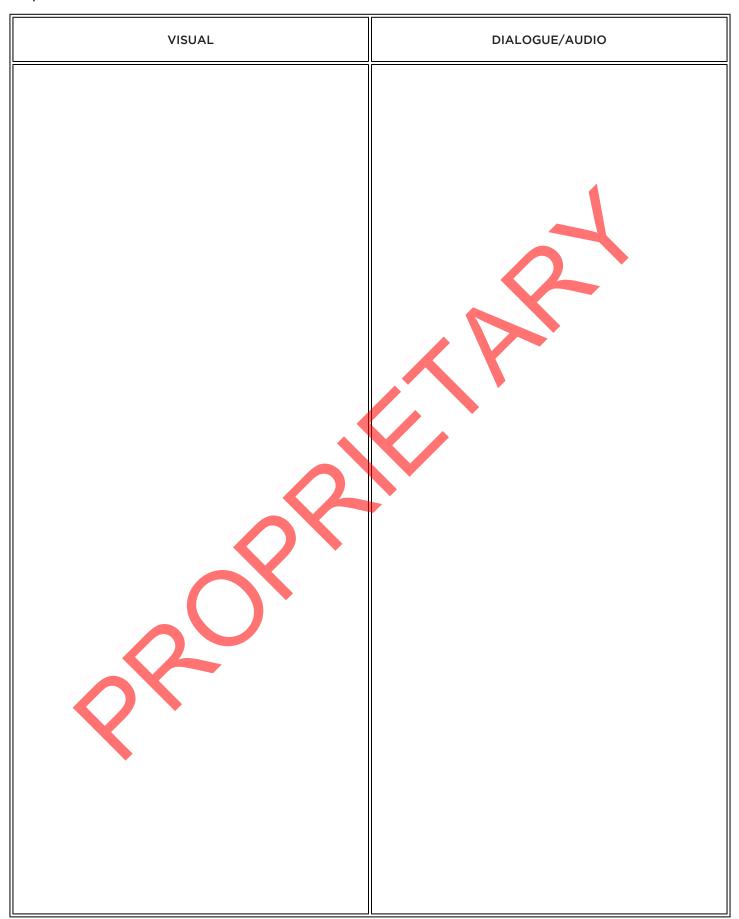| VISUAL	DIALOGUE/AUDIO
[What the audience sees should be on this side, including any special visual effects.]	[Sounds and actor dialogue should be on this side, along with small actions that accompany the dialogue.]
Emma and **Jake** are standing by the office printer. **Jake** is holding a cup of coffee.	**Emma**: It still isn't working. *(pushes buttons)*
	(printer makes a grinding noise)
	Jake: I'm so sick of this stupid machine! *(throws his coffee at the printer)*
Boss comes into the room, shocked.	**Boss**: What are you doing?

Our assigned Professionalism Trait: _____

The specific behavior we wish to encourage: _____

Motto or slogan about the behavior: _____

Student Name	Role in the Skit*

*Or other equivalent responsibilities if a student would rather not perform.

Script:

VISUAL	DIALOGUE/AUDIO

Script:

VISUAL	DIALOGUE/AUDIO

Script:

VISUAL	DIALOGUE/AUDIO

Career Preparation Curriculum - KENTUCKY AVIATION