

PSA (Public Service Announcement) Campaign Assignment

For: Poison Control Centers

Client: American Association of Poison Control Centers

Purpose of your PSA Campaign is to make more people aware of:

- * The 1-800 phone number
- * Experts answer the calls: registered nurses and pharmacists, and toxicologists
- * The Poison Center is not just for child poisonings

A. Design Assignment Requirements:

Comprehensive layouts for:

1. Series of 3 - 5 Posters
2. 30 second TV commercial storyboard
3. Website home page and one other page *Concept drawings*
4. Guerilla stunt/event –
5. Your choice: something unique, make a point!
(i.e.: button, take-away, ribbons, mailer, sticker, billboards, transit ads etc)

B. Research Assignment Requirements:

For each research source:

1. Why the source is relevant. Why you picked the source.
2. Paragraph analysis of the source material
3. Conclusion of why the source is relevant to your topic

Research sources must include:

1. The client – forward a least 1 question to Prof. Erdeljon
2. Three books
3. Five magazines
4. 12 websites
5. 3 news sources
6. Interview an expert – toxicologist: nurse, doctor, or pharmacist
7. Conduct a survey – you or someone you know that has been poisoned?
What did you/they do?

Research topics:

Client research

1. Past and present efforts
2. Client history, mission, purpose, services, products...

Topic research

3. Key points from client's presentation to the class
4. What are the leading causes of poisoning?
5. What are the leading causes of poisoning? By age group

Similar and competing organizations

6. What are other organizations for poisonings?
7. What are other organizations doing to prevent poisonings?

The Medium for your campaign (PSAs)

8. Poison, poisoning, and related topics PSA campaigns
9. Examples of effective PSA campaigns
10. Examples of stylistically appropriate PSA campaigns

In the news research

11. News media's perception of topic and client