Memorandum

To: ENGL 272 Students

From: Miss Elkie Burnside

Date: 10/08/2014

Re: PSA Campaign: Media Text

Media Text
For this assignment YOUR GROUP will create a PSA Campaign that meets the needs of BOTH your primary and secondary audience. You will need to follow the document design guidelines discussed in class and in your textbook. The final draft of the text must contain the following items, due as noted below:

- Audience Analysis grid (due 10/10 in class) 20 points
- Abstract (due 10/26 in drop box) 20 points
- Media Text Draft (due in drop box 10/26) 50 points
- Media Text Draft Peer Review* 25 points
- Media Text Final (due with web portfolio 12/01) 25 points

Text choices
Your group has the choice of producing:
- a poster, flyer, and pamphlet series,
- 3 AUDIO PSA’s of at least 10 seconds length each, or
- 1 VIDEO PSA of at least 30 seconds length

More details about each required text will be posted on Blackboard.

Rough Draft
For the rough draft your group will provide a descriptive abstract that gives classmates enough context to understand the purpose, scope, and message of your PSA media text. The abstract will be written text that follows the guidelines outline on p. 7-8 of the handbook.

Helpful Resources
The following resources could be useful during this process:

- Layout and design – pp. 312-317; Adapting to new technology – pp. 13-15; Brochures – pp. 56-60; Visuals – pp. 576-581; Writing for the web – p. 592
- Any resources from the original problem report you need
- The “What is a PSA” powerpoint on UF Online

Feel free to contact me at burnside@findlay.edu or contact me during office hours if you have any further questions about the assignment.

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