

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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