# Memorandum

**To:**     ENGL 272 Students

**From:**  Dr. Burnside

**Date:**  11/19/2014

**Re:**     PSA Campaign: *Presentation* and *Project Evaluation*

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### Presentation and Handout

Your group will create a 20 minute presentation that follows the format explained below. This presentation must be accompanied by a single handout (it may be double sided) that is appropriate for the needs of the audience. Presentations will be due during class beginning **12/01**.          30 points

> **Part 1: Why was your PSA needed?** Explain to your classmates the underlying problem or issue that motivated your group to create your PSA documents.

> **Part 2: What media text style did you choose and why?** Explain to your classmates why your chosen media is the best to address the problem, reach your target audience, and help raise awareness/change behavior.

> **Part 3: How did your group address the project?** Explain to your classmates the strategies your group used to accomplish the work surrounding the PSA Campaign. Did you elect a leader, work together as equals, or a combination of these or other methods? How successful was that?

> **Part 4: Question and Answer:** Be prepared to answer questions surrounding your problem, the process of developing your media text, or the work strategies your group chose to employ.

### Project Evaluation Memo

Each group member will submit a PSA Campaign evaluation memo that reports on the overall progress of the group and assess the division of labor throughout the group process. This memo should be addressed to your supervisor and follow the correct memo format as discussed in class. This should be an honest assessment of the entire GROUP process (not your individual progress, that will come later) and will be used to anonymously evaluate group members and their contributions to the project. Due in drop box **12/05.**                                                    20 points

### Helpful Resources

The following resources could be useful during this process:

> ❖ Presentations – pp. 412-421; Memos – pp. 346-348

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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