

ART279 PUBLIC SERVICE CAMPAIGN

Your group has identified an issue that can be addressed locally, nationally or internationally through the use of digital media. Use your group blog to capture the process of developing this campaign. The blog will serve as the clearinghouse and repository of your group's effort.

Over the next 7 weeks, your group will be developing a multi-faceted, multi-media **PUBLIC SERVICE CAMPAIGN** to promote your group's particular position on that issue.

If you do not have a focused enough position, it will be difficult to be successful.

1. DEFINE YOUR AUDIENCE

You'll need to determine what arenas and audiences are appropriate for your message.

(is this a local concern? for Oregonians? for women? for Voters? for all human beings? all Americans? Republicans?)

A local message for Oregonians would have a very different flavor than a message crafted for Republican voters across the US.

Who is your audience? Who should care? How will this issue affect that audience? How will you make them care?

2. DEVELOP A CALL TO ACTION.

What do you want to happen after they see or hear your PS campaign? What's the benefit to the viewer?

Do you want the viewer to donate money? Call a phone number to volunteer? Vote a particular way in an election? Conserve water? Go to a web site for more information? Change their opinion about an issue?

3. DETERMINE THE MEDIA FOR YOUR CAMPAIGN (choose 3)

The media selection is determined by both your audience and your message. It's not an arbitrary decision, but should be logical offshoot of your campaign strategy.

Over the next weeks, you will be **WRITING A CREATIVE BRIEF** to develop a written strategy for your campaign.

At the end of the term, your team will be **PERFORMING A CREATIVE PITCH** to us in which you will deliver your campaign strategy and show your 3 media approaches.

During the pitch to us, your material will be displayed via the web. This means that you'll need to re-purpose and post all of your media so that it is viewable on a web site. (for example: a QT movie, an .mp3 of a podcast, a downloadable PDF of a poster, a screen shot, .jpg or thumbnail of an ad series, a script, etc.)

EVALUATION: Your group, and you as an individual, will earn a grade and be evaluated based on your

CREATIVE BRIEF (the effectiveness of your campaign strategy)

CREATIVE PITCH (the in-person presentation of your PS campaign)

COMMUNICATION (both internally within your group and with your instructors).