

MEJO 332 – Public Service Announcement Assignment

Please note: This assignment has two parts.

Part 1

Watch each PSA (links provided below) and answer the questions for each example:

1. Fail...A not-so-great example of a PSA : <https://www.youtube.com/watch?v=rasZvvgdEJs>

- What is the nonprofit organization? Hope for the Homefront
- What is the nonprofit organization's mission/purpose in your own words? Hope for the Homefront seeks to provide support and community outreach to the wives of U.S. combat veterans.
- What is the intended target audience for this PSA? U.S. citizens, U.S. military veterans
- Based on your understanding of effective PSA strategy, what are some downfalls of this PSA? Describe at least two ways this PSA went off the rails.
It takes a while for the PSA to explain what it is about and what the purpose of the organization is. Additionally, the organizations mission is to support the wives of U.S. combat veterans but doesn't provide footage of them – the audio and visual images don't sync together.
- What is this PSA's call to action? Looking for supporters and donations – slightly unclear.
- Is the call to action clear in this PSA? Why or why not? No, I don't believe the call to action is clear because it doesn't state the URL (just shows it on the screen) or explain why the audience should invest their time in the organization.
- How long is this PSA? For what media platforms would this length be appropriate (TV, radio, internet)? This PSA was two minutes 17 seconds and is appropriate for the internet.

2. A serious approach to a difficult topic: <https://www.youtube.com/watch?v=aDpN-6EAd3k>

- What is the nonprofit organization? The ALS Association
- What is the nonprofit organization's mission/purpose in your own words? The nonprofits mission is to increase education and awareness of ALS.
- Who is the intended target audience for this PSA? People willing to donate/spread the information, those impacted by ALS, and individuals at risk for the disease.
- What is this PSA's call to action? "With your help...make an impact at ALSA.org"
- Is the call to action clear in this PSA? Why or why not? The call to action is clear in this PSA they directly express what they need (support, donations, awareness) and they provide visual aids to accompany the CTA.
- How long is this PSA? For what media platforms would this length be appropriate (TV, radio, internet)? This PSA was one minute 14 seconds and is appropriate for television and the internet.

3. Some appropriate comic relief for a difficult topic:

<https://www.youtube.com/watch?v=L03JETqtS3k>

- What is the nonprofit organization? The ALS Association
- What is the nonprofit organization's mission/purpose in your own words? The nonprofits mission is to provide research, education and support to those impacted by ALS.
- Who is the intended target audience for this PSA? Fans of NFL, Fox Sports viewers, donors, and those impacted by ALS.
- What is this PSA's call to action? Terry Bradshaw invites the audience in the "fight against ALS."
- Is the call to action clear in this PSA? Why or why not? The call to action is clear in this PSA because Bradshaw emphasizes the magnitude of the disease and the importance of fighting against it.
- How long is this PSA? For what media platforms would this length be appropriate (TV, radio, internet)? This PSA is one minute and 32 seconds and is appropriate for television.

4. Speaking of Baby Boomers... <https://www.youtube.com/watch?v=tVecMN5WoJE&NR=1>

- What is the nonprofit organization? Transit Authority of River City
- What is the nonprofit organization's mission/purpose in your own words? To share the benefits of utilizing public transportation in River City while also increasing safety and awareness.
- Who is the intended target audience for this PSA? River City residents, individuals who ride the bus, and the senior population.
- What is this PSA's call to action? TARC is reminding people of the benefits of utilizing public transportation ex. going to the grocery store, to work or the mall.
- Is the call to action clear in this PSA? Why or why not? The call to action is clear in the PSA because the benefits are shown in multiple ways (with visuals, audio) and the song is catchy.
- How long is this PSA? For what media platforms would this length be appropriate (TV, radio, internet)? This PSA is one minute and 23 seconds and is appropriate for the radio (would have to be shortened) and internet.

5. Moving my feet... <https://www.youtube.com/watch?v=eOFFg0W9UME>

- What is the nonprofit organization? Transit Authority of River City
- What is the nonprofit organization's mission/purpose in your own words? To increase awareness and education of how to utilize the public transportation system properly and safely in River City.
- Who is the intended target audience for this PSA? The intended target audience for this PSA are cyclists, bus riders, River City residents, listeners of rap, and the younger generation.

- What is this PSA's call to action? The CTA is for people riding the bus with bikes to ensure they know the steps to utilizing the bike rack.
- Is the call to action clear in this PSA? Why or why not? The CTA is clear in this PSA because it shows visual/audio elements of how to properly utilize the bike rack and it states the CTA several times.
- How long is this PSA? For what media platforms would this length be appropriate (TV, radio, internet)? This PSA is one minute and 20 seconds and is appropriate for radio (when shortened) or the internet.

6. Dumb Ways to Die : <https://www.youtube.com/watch?v=IJNR2EpS0jw>

- What is the nonprofit organization? Metro Trains Melbourne
- What is the nonprofit organization's mission/purpose in your own words? To increase train transportation safety.
- Who is the intended target audience for this PSA? Australians
- What is this PSA's call to action? "Be safe around trains"
- Is the call to action clear in this PSA? Why or why not? The call to action is clear in this PSA because it showcases how being unsafe around trains and public transportation can equal death.
- How long is this PSA? For what media platforms would this length be appropriate (TV, radio, internet)? This PSA is three minutes and one second and is appropriate for the radio (condensed into 60 seconds) and internet.



Note in the Pocket
9650 Strickland Road
Ste. 103-168
Raleigh, NC 27615
info@noteinthepocket.org

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CONTACT: Caitlin Russell, UNC-Chapel Hill student
563-564-5146, caitruss@unc.edu

PUBLIC SERVICE ANNOUNCEMENT

Start date: April 14, 2023
Stop date: Dec. 30, 2023

NOTE IN THE POCKET SEEKS DONATIONS

Reading time: <00:60>

In the midst of spring cleaning? A nonprofit could benefit from your clothing donations.

Note in the Pocket seeks new or gently used infant to adult clothing and shoes. Clothing items in urgent need include tennis shoes, long-sleeve shirts, and underwear of all sizes and genders.

The donations will support the nonprofits 2023 goal of clothing ten thousand impoverished children and families in Wake and Durham County.

Donations can be brought to the volunteer and donation center at 4730 Hargrove Road in Raleigh, North Carolina.

For more information on how to support the nonprofit or to purchase items from its Amazon and Target wish list, visit [note-in-the-pocket dot com](http://note-in-the-pocket.com).

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