

Writing 109ST Assignment #4

Public health service announcement

Objective

Public service announcements (PSAs) are designed to educate the public on topics of importance. They are run on a free-of-charge basis by most media outlets and utilize radio, newspaper, television and even film. For this assignment you will design a brief (30–90 second) radio for our campus radio station, a small (4” x 6”) newspaper PSA for posting in a local newspaper, or a waiting room brochure. Your message should convey an important message related to health that targets a general lay audience. Examples might include reminders to brush teeth or use condoms during sex, warnings against drunk driving or not using seatbelts, recognition pointers for symptoms of diseases and disorders, safety reminders, nutrition information, etc.

Tasks— KCSB radio ad

If you are recording a radio PSA for KCSB, do the following:

- Write a short script for your PSA to reflect a maximum 90-second length. (The ideal length is 30–60 seconds; shorter is better.) Your script should feature a “hook” to draw in your listener and may utilize music and/or sound effects. Keep your script short and simple, making key points with plainspoken language.
- Include a “for-more-information” phone number or the web address of a reputable, non-profit organization.
- Render your file in either a .mp3 or .wav file format and submit it to KCSB for airing.
NOTE: see our course help page to download free Audacity shareware for recording on your laptop. Your finished PSA should be “broadcast quality,” i.e., ready to air.

Tasks— Newspaper ad

If you are designing a hardcopy newspaper PSA for a local newspaper, do the following:

- Your PSA should be designed for a maximum 4” x 6” finished size, using at least 12-point type font. It may include graphics and borders to enhance its visual appeal. Keep your PSA simple, making key points with plainspoken language and/or graphics.
- Include a “for-more-information” phone number or the web address of a reputable, non-profit organization.
- Render your file in a .pdf file format. Your finished PSA should be “print-ready,” i.e., ready to distribute.

Tasks— Brochure

If you are designing an patient brochure for the waiting room of a doctor, dentist, mental health professional, etc., do the following:

- Your PSA should be designed for a two-sided, three-fold brochure, using at least 12-point type font. It may include graphics and borders to enhance its visual appeal. Keep your PSA simple, making key points with plainspoken language and/or graphics.
- Include a “for-more-information” phone number or the web address of a reputable, non-profit organization.
- Render your file in a .pdf file format. Your finished PSA should be “print-ready,” i.e., ready to distribute.

Important Note

In the interest of serving our local underserved communities, you may opt to include a non-English version of your radio or newspaper PSA. The greater Santa Barbara area has large numbers of Spanish- and Madarin-speaking residents. KCSB features musical programs in multiple languages, any of which would be suitable. (See the KCSB web link on our help page.)

Assignment Due Date

See the course website schedule for due date.