



Rail Safety Public Service Campaign



With the annual number of injuries and deaths to people acting carelessly and foolishly around trains rising, the railway industry is determined to do a public service campaign that beats all others. They've approached several ad firms (all the teams in the class), to develop a campaign that will reach young people, particularly those in the 12-18 year old range. As a member of your firm's creative team, you will have an opportunity to design, produce and present your campaign.

To accomplish this task, you will make use of a variety of communication tools to define your campaign and to present it to the client. Some of these tools will include the Web, video, still images, audio, PowerPoint and/or HyperStudio, a word processor, and desktop publishing software (e.g., Microsoft Publisher).

Each of you will focus on a particular safety message. You will research statistics that help support that message and come up with a plan to help your target audience (12-18 year-olds) to understand how important this message is. You will then produce a PSA (public service announcement), using three different media. *Note: You will create one PSA message for all three forms of media.* Once you have completed the PSA, work with your group to develop a 10-minute presentation that will convince the rail industry to choose your campaign over all the others.

To accomplish the task, follow the steps below in the order that they are listed. Be sure that you pay attention to the deadlines for each part of the task. Remember: The success of each creative team depends upon the efforts of each team member.

- Look at samples of PSAs that have already been produced, as provided on the CD-ROM and/or the Operation Lifesaver website (<http://www.oli.org>).
- Review safety messages and decide on the safety message that will be the focus of your group's campaign.
- Research statistics that support this message through the Operation Lifesaver website (<http://www.oli.org>) and the Federal Railroad Administration website (<http://www.fra.dot.gov/site/>).
- Determine what three forms of media your group will use to develop the public service campaign. You have a choice of: television, radio, print (magazine or newspaper), billboard, bus/train card or Internet banner.
- Plan production of the PSA for these three forms of media. Remember, you have ONE message using THREE forms of media. Do not choose THREE messages!
- Produce the PSA campaign components, making sure to fulfill your role in your group. Use all available resources.
- Review the grading rubric, so you have a goal for your group's success.
- Plan a presentation of your PSA campaign, using available media, such as Power Point or HyperStudio.
- Determine roles of each group member in the presentation to the "client."
- Give your presentation. As others give their presentations, play the role of the "client" to critique them.