



**Public Service Announcement Proposal**  
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# PROPOSAL

## Executive Summary

By bringing awareness to news outlet conditioning in America, a great service can be done for the general public, to bring together diverse cultures and demographics, and heal the divide in this nation.

Through a series of well branded video commercials targeting peak family viewing hours, a complex discussion can be brought to the table and subsequently out in the open. Fostering an environment of communication versus confrontation is the goal, and repetition is the key, in a sense the campaign will embody the same techniques used by news outlets that create division, but instead bring to light each tactic individually, out of context, breaking the chain of scripted choreography.

Allowing viewers, the opportunity to educate themselves about the patterns of conditioning that they are a part of, will afford them the opportunity to free themselves of those very same patterns in a non-violent manner through informed decision-making. Throughout the body of work before you, the details of this solution will further be explained by the included visuals of branding, storyboard suggestions, example public service announcement commercials, and print ad examples for static placement at non-profit public health facilities.

Rationales for all creative materials will be provided in detail as well, to ensure a solid understanding of the reasoning behind each chosen media placement, color palette, and overall presentation of the campaign as it were to be viewed by the general public.

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## Background + Target Audience

### Overview

Throughout the past few decades, news outlets have become highly scripted and practiced in influencing the thought processes of their viewers. Using techniques such as panic mongering, projection, scapegoating, they can convert their content from fair and unbiased news to late night addictive entertainment that has a devastating effect on all who watch it. Outside of a few documentaries and online articles on the matter, the issue is generally not in the public eye as the narrative is controlled by the very outlets that are the aim of the sounded alarm. It is of vital importance that awareness is brought to this issue, in terms that are easily understood, non-combative, and strictly factual. Previous attempts at a unified communications solution have been less than capable at reaching a wide audience, left in a niche of alternative news sources both outdated and of low reach. A wide scale campaign may draw the attention of the consumed viewers to a frame of reflection which could foster growth and healing, not just on a personal level but nationally, as most of these issues occurred or started to emerge after the abolition of the Fairness Doctrine.

### Target Audience

This issue faces most if not all families in America in some way or another, whether in direct contact or by proxy there is some intermingling of opinions based on these propaganda techniques. There is no real bias regarding which network, which party commits this deception more frequently, as it is a widespread norm, heavily embedded in contemporary society. Therefore, the target audience(s) would need to be ranged, from the youngest viewer to the oldest in any racial or gender demographic, a general public service announcement campaign.

### Suggested Demographics

The race age and gender of the target audience is secondary to their level of education. "An educated citizenry is a vital requisite for our survival as a free people" – *Thomas Jefferson* but that has not been the case for many of this nation's population, unfortunately. For that reason, areas of refuge, public service, non-profits such as healthcare and mental health facilities should be included in any print campaigns or digital advertisements that would spread awareness about the issues. This demographic is usually the first to feel the burden of disasters facing them nationally, even if they not directly involved in them, they become motivated en-masse and thus are easily persuaded. Awareness to that issue, coupled with the target issue will benefit many outside of their exact demographic as well.

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## Proposed Solutions and Spec Creative

### Issues and Elucidations

Currently, there is not much awareness of the issue with sparse recording kept and the media generally suppressing or ignoring any coverage of it. Due to this the conditioning aspect of the problem at hand is not kept at bay, and rampant partisanship leads to division in many households. Constant reminder campaigns must be put into place such as exemplified by the Truth nicotine addiction campaigns. Awareness brought about legislation that had a positive change on communities, increasing the tobacco purchasing age, prices, and decreasing availability of more dangerous products. In parallel, a similar approach can be brought to news outlet conditioning, with campaigns that aim to encourage a broader range of opinion consumption, critical thinking, and an overall reduction of information uptake so that more time can be devoted to spending time with families, and building back communities, better. The great divide is a subject that is generally known about but not spoken of, and the longer the issues are not focused upon, the longer they will continue to grow and become more of a problem. This is a national crisis and should garner the same attention as narcotics use awareness campaigns, alcohol activism, and even health provider insurance options for families. Together, this crisis can be averted.

### Proposed Solutions

Please refer to the attached visual territory board for an overall look and feel of the proposed campaign, while subject to interpretation, the underlying message should be evident from any angle of observation. (Figure 1)



figure 1

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## Proposed Solutions and Spec Creative

Secondly, please refer to the attached branding elements and logo design document. Several key insights can be gained from them as well regarding proposed campaign trajectory (Figures 2,3)

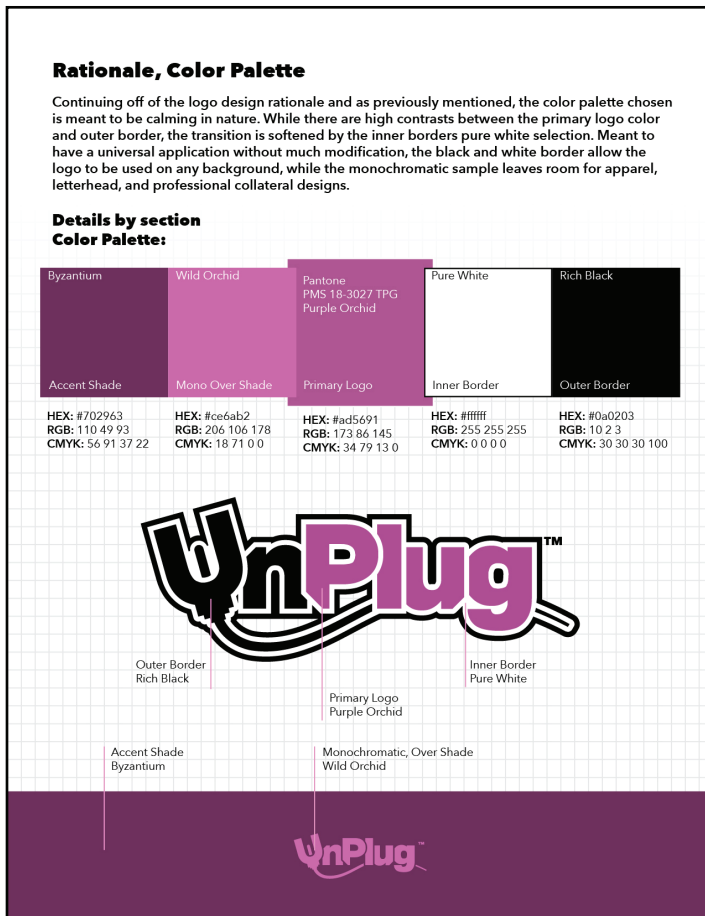


figure 2

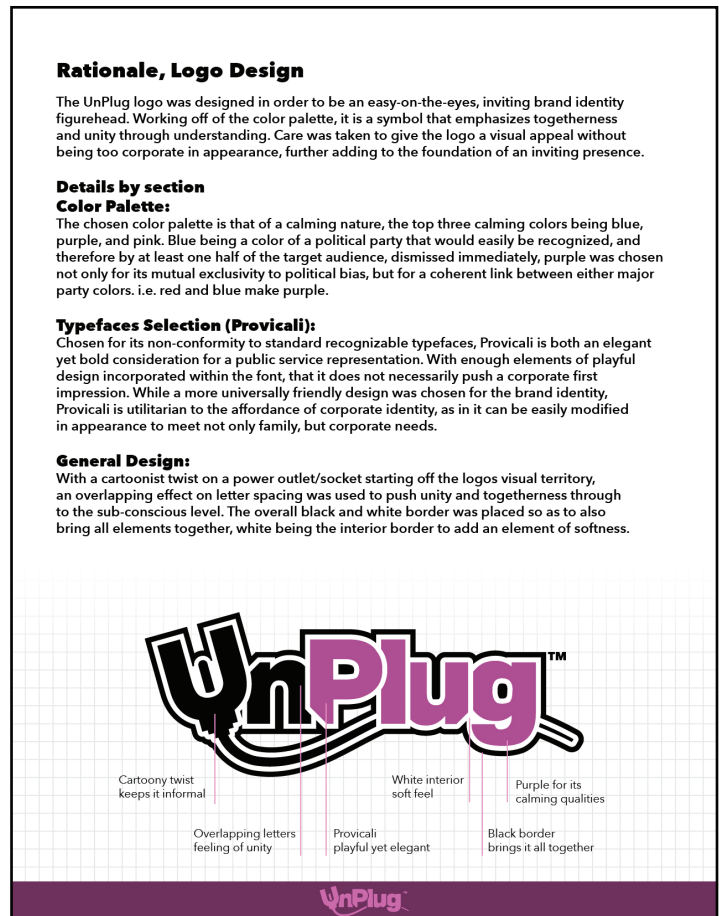


figure 3





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## Proposed Solutions and Spec Creative

### Print Ad Campaigns

The basis for the print ad campaigns has been covered previously under suggested demographics in background + target audience, but the combination of visual territory, branding, and logo design needed first be established in order to product an effective solution to educate and inform the general public. Chosen verbiage is simple, to the point, without complicated phrasing or words to allow all types of educations to converse on the subject without bar by their knowledge of it. (Figures 4, 5)



figure 4



figure 5

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## Proposed Solutions and Spec Creative

### Public Service Announcement Commercials

Continuing the momentum of the print ad campaign is vital, reinforcement of an issue should not just occur in places of aid, but directly in the household or current location (bar, restaurant, laundromat, anywhere with a television set accordingly) daily for best results. The commercials should maintain brand identity and assist in furthering conversations about the topic or starting them via positive reinforcement. This will afford the viewer to be less nervous about starting an exchange, making it a normal facet of daily life in the background until such opportunity occurs to organically engage in an educated conversation. (Figures 6,7)

**UnPlug™** Storyboard:  
Three step program.

Opening logo scene, fade in.

Angry clips of news casters yelling or blaming others.

More clips of angry news casters with building music volume in background.

TV shutting down animation, white text fades in, "This is conditioning" Morgan Freeman

its time to break the cycle of anger...

Morgan freeman type voice continues to say "It's time to break the cycle of anger"

Narrator: "Let's turn off the news, take a break for a while"

Narrator "Sometimes it's good to just get out of the house for a bit"

Narrator "Take a trip with old friends, and try something new"

Narrator "Now is the perfect time to come together, and reconnect."

Closing logo scene, fade to black. Narrator: "Don't let the news take over your life"

**Total run-time: 60 seconds**  
**Scene count: 10**  
**Synopsis:** This commercial showcases the overall campaign of UnPlug, focusing on the three step program of turn off, go out, get together, without going into great detail as to the conditioning techniques used by mainstream media. Brand establishment is the main objective.

**UnPlug™** Storyboard:  
Victim stories, fathers.

Opening logo scene, fade in.

"When I found my dad dead in his armchair, The news was on the TV"

"During the hurricane, He was literally sitting in the dark and still defending his politician"

"He and my mom separated last November. One big reason was his News addiction"

"I've been on eggshells with my dad for half my life now"

"I can only talk to my dad about the weather. Anything else will set him off, even football"

"They are selling him his own anger in emails for all the money he doesn't have"

"He's gonna die destitute because of something people belong in prison for"

TV shutting down animation, white text fades in, "Don't just become another sad story..."

Closing logo scene, fade to black.

**Total run-time: 60 seconds**  
**Scene count: 10**  
**Synopsis:** This commercial brings to light several victim stories of people that were transformed by main stream media, it showcases that it is not just a pass time but a full blow addiction that makes viewers disassociate themselves from reality. Direct name drops of media outlets have been removed, and political candidates obscured so as to not have bias.



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## Designer Biography



Ivan D. Popov is a marketing veteran having been serving in the industry for well over a decade at several high-profile agencies such as FosterMartin, Premier Signs and Graphics, A&M Graphics, and Valley Signs. Developing Campaigns and solutions for a range of clients from casinos to luxury car brands, computer hardware manufacturers, software developers and even family entertainment centers. His wide range of experience makes him aptly suited to handle most any project with at least one previous application if not many more. Attention to detail and timeliness is the mantra that he proclaims daily, wherein efficiency is key. Having developed several project management systems and implemented many more, he can take even the largest project and compartmentalize each milestone into a near automated by-the-day timeline, with actual performance automations and software integrations, to boot.

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