



# THE BLACKSHEEP

73 West Monroe Avenue – Chicago, Illinois 60603 – [www.theblacksheeponline.com](http://www.theblacksheeponline.com)

## **PUBLIC SERVICE ANNOUNCEMENT**

### **STATION COVER LETTER**

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June 10, 2017

WWMT  
John Smith  
590 West Maple St.  
Kalamazoo, MI 49008

Dear Mr. Smith,

High school graduation season is upon us! While graduates might not yet be thinking about how they might hold themselves in a college atmosphere, now is the time for organizations like The Black Sheep to take action in crafting messages to dissuade the new college students from following the stereotypical path of college binge drinking.

The Black Sheep is proud to be the nation's fastest growing college media and marketing company. As a prominent presence on over 70 college campuses, The Black Sheep recognizes its responsibility to establish a firm stance against overindulgence of alcohol by college students. By running this PSA on your station in late August and early September, we will be able to target the local colleges, specifically Western Michigan University, Kalamazoo College and Kalamazoo Community College, and attempt to curb the attitude towards binge drinking at the optimal time of the year.

Enclosed in this package are two scripts for public service announcements warning college students about the dangers of binge drinking and alcohol poisoning. Both PSAs cover the same message, but are formatted to 30 seconds and 60 seconds to be considerate of time constraints your station might have.

Sincerely,  
Grace Reid  
Public Relations Specialist, The Black Sheep  
[grace.e.reid@wmich.edu](mailto:grace.e.reid@wmich.edu)  
269.569.2835

Enclosure: PSA CD

**Title:** Know When To Stop

**Client/Sponsor:** The Black Sheep in partnership with Aware Awake Alive

**Length:** 30 Seconds

**Air Dates:** August 15-September 15

ESTABLISHING SHOT WITH VO: A college party. Time appears to be frozen. The camera starts outside, panning around the party as it moves inside. College kids are drinking and laughing, appearing to have a good time. (:07)

As the camera approaches a closed door, the sounds of the party become softer. The door opens, and inside we see a young girl passed out next to the toilet, sweaty and pale. (:05)

FADE OUT AT :12 (:05)

CHYRON AT :17- Know when to stop. The story isn't funny if it ends in your death. (:05)

PAN OUT: The camera pulls back and seems to

ANNOUNCER:

College is the best time of your life.

You're finally out on your own.

Meeting new people.

Making new friends, new memories.

Every night is a new wild story to tell the next morning. It's the best part of your life –

--don't make it the last.

Every year, more 18-hundred college students die as a result of binge drinking.

Know when to stop. The story isn't funny if it ends in your death.

rewind time as it goes back through the party.

(:02)

SFX: Rewind sound

PAN TO: The girl from the bathroom is now with a group of friends, all seeming relatively sober. (:02)

AFTER ANNOUNCER'S LINE: Time unfreezes. The party resumes as the girl declines another drink. (:02)

CHYRON -- Know your limits. Learn the signs of alcohol poisoning at [www.awareawakealive.org/blacksheep](http://www.awareawakealive.org/blacksheep) (:03)

FADE TO BLACK AT :29

The Black Sheep drinks responsibly. So should you.

**Title:** Know When To Stop

**Client/Sponsor:** The Black Sheep in partnership with Aware Awake Alive

**Length:** 60 Seconds

**Air Dates:** August 15-September 15

ESTABLISHING SHOT WITH VO: A college party. Time appears to be frozen. The camera starts outside, panning around the party as it moves inside. College kids are drinking and laughing, appearing to have a good time. (:07)

As the camera approaches a closed door, the sounds of the party become softer. The door opens, and inside we see a young girl passed out next to the toilet, sweaty and pale. (:05)

FADE OUT AT :12 (:05)

CHYRON AT :17- They're not sleeping it off. They're dying. (:05)

ANNOUNCER:

College is the best time of your life.

You're finally out on your own.

Meeting new people.

Making new friends, new memories.

Every night is a new wild story to tell the next morning. It's the best part of your life –

--don't make it the last.

Every year, more 18-hundred college students die as a result of binge drinking.

They're not sleeping it off; they're dying.

<p>CHYRON- Know when to stop. (:07)</p> <p>PAN OUT: The camera pulls back and seems to rewind time as it goes back through the party. (:05)</p> <p>SFX: Rewind sound</p> <p>PAN TO: The girl from the bathroom is now with a group of friends, all seeming relatively sober. (:03)</p> <p>AFTER ANNOUNCER'S LINE: Time unfreezes. The party resumes (:10)</p>	<p>Know when to stop. The story isn't funny if it ends in someone's death.</p> <p>The Black Sheep drinks responsibly. So should you.</p> <p><u>FRIEND:</u></p> <p>I am messed up!</p> <p>(She laughs)</p> <p><u>FRIEND, TO GIRL:</u></p> <p>You want another?</p>
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WIDE SHOT: The two girls stand in silence for a few seconds. Eventually, the friend nods, putting down her drink. (:05)

There's a pause before the friend seems to shake herself before smiling at the girl, excited. (:03)

The noise of the party overcomes their conversation. The volume of the entire scene decreasing until-

FADE OUT AT :55

CHYRON -- Know your limits. Learn the signs of alcohol poisoning at [www.awareawakealive.org/backsheep](http://www.awareawakealive.org/backsheep) (:05)

FADE TO BLACK AT :59

GIRL:

Actually... I'm good. Maybe you should take it easy.

FRIEND:

Uh, yeah. You're probably right.

Oh my god did you hear what Mikey did in his poly-sci class the other day?!



**THE BLACK SHEEP**

Grace Reid

## PSA Relation to Communication Campaign

The intended audience for these Public Service Announcements is students entering college or college students who have not yet gotten a handle on their social drinking behavior. By establishing The Black Sheep's stance on binge drinking, this social issue will hopefully be taken more seriously by college students who follow or like The Black Sheep already. An additional audience that The Black Sheep targets through these PSAs are local businesses who might be weary about partnering with The Black Sheep because of any negative perception they may have of the organization. By coming off as a socially aware and responsible organization, The Black Sheep makes itself more marketable to its potential clients.

These PSAs will help The Black Sheep reach their goal of increasing awareness among their target audiences by using a more mainstream and upfront media (TV in this case) to broadcast the existence of their organization to geographic regions containing their target publics. These PSAs might even fulfill the objective of expanding The Black Sheep to new colleges because if a student hears their stance on binge drinking, agrees with it and decides to investigate the company further, they might be inclined to start their own branch.

The client should measure the success of this tactic once the PSAs cease airing, after September 15. At this time, the success of this tactic for pseudo-promotional purposes will

be able to be measured, as students will have seen the PSAs and investigated The Black Sheep by then, which would be seen in social media or website engagements. If this tactic's success lies in the decrease in the frequency of college student binge drinking, a survey should be conducted about a month after the PSAs stop airing to determine if they had any affect on the behavior of the audiences they reached.