

Don't Let Silence Take another Life: A PR Campaign to Raise Carbon Monoxide Awareness

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The campaign goal was designed to inform and educate the community about the risks of carbon monoxide. The objectives for a national campaign focused on raising general awareness, promoting the First Alert detectors, and rallying people around the carbon monoxide cause. To implement these objectives, key communication strategies were identified: broadcasts, parenting magazines, fire departments, hospitals, and social media. The primary strategy is to execute a communication campaign around an awareness month. Such an approach will involve fire departments, broadcasts, parenting magazines, a logo and slogan – “Don't Let Silence Take another Life” – to represent the carbon monoxide campaign. A national approach targets the top 20 cities in the United States where the awareness month campaign will be promoted. After researching several of the most popular news broadcasts on the major networks on television, and the appropriate way to share information through social media sites, the national awareness month presented a way to gain additional awareness for carbon monoxide and its potential dangers. This public relations campaign will be evaluated through sales during the awareness month, comments on social media sites, viewership of the talk shows and news shows, response from parenting magazine readers, and a survey of fire departments.

Information about the Authors:

The authors learned about this project through Wheatley and Timmons, a Chicago public relations agency, and decided to formulate a public relations campaign around carbon monoxide awareness. Ali Aljaziri, a senior public relations major, received a scholarship from the government of Saudi Arabia to study in the United States at Valpo. Ali is very active in VISA (Valparaiso International Student Association) and shares his valuable international perspective with students at various promotional events around campus. Jessie Strauch is a junior public relations major (business minor) and is actively involved in many campus organizations, including PRSSA, and Chi Omega Sorority. She is also employed by the IMC Student Division (Promotions Team). Kristyn Rein is a senior public relations major with a public and corporate communication minor, and also participates in various organizations on campus, currently serving as the president of AWC (Association for Women in Communication). Jennifer Serketich is a senior public relations major and TV-radio minor.

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