

Interview and Proposal for Public Service Announcement Campaign - Mozilla Firefox

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Interview and Proposal for Public Service Announcement Campaign

KELLY CHENG CHIALI
 Sent: Tuesday, 16 April, 2013 3:48:07 PM
 To: info@pengasih.net

To the administrator of PENGASIH,

My name is Kelly Cheng. I am a first year student from Taylor's University pursuing Bachelor of Mass Communication. This semester, students are required to engage an NGO to run a public service announcement (PSA) project regarding a social issue. It is considered a group assignment for 3 subjects and I am the representative of my group. The theme we have chosen is substance abuse. After some research, we have found that PENGASIH is the most suitable NGO for our project because of your expertise in treatment services for those suffering from substance abuse.

We are interested in helping you with outreach services. The services we are ready to offer you are in relations with the subjects involved in our social issue PSA project as shown below:

Subject	Type of media involved	Function
Visual Communication	Poster, flyer	Designing visually engaging poster/flyer for creating awareness
Innovative Media	Video	Making video/short film for creating awareness Sample of previous work: http://www.youtube.com/watch?v=Jr1UoHAcid4
Media Writing	Write ups	Write ups and copywriting for persuasive communication

Therefore, we would like to assist you in creating awareness to the public through PSA. Is there any campaign that PENGASIH is currently undergoing? If no, is there any plan of having such campaign in the future? We would be pleased to assist you in any way we can as mentioned in the table above.

In the meantime, we would like to conduct an online interview to help us with understanding more about substance abuse in Malaysia and the role of PENGASIH in helping individuals affected by it. We would honoured if you would take some time to answer these few simple questions.

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1. What are the statistics of substance abuse in the year 2011 and 2012? Has the number of substance abuse cases affected the number of people checking in for rehabilitation in PENGASIH?
2. What are the most common type of drug and alcohol that are abused?
3. How does PENGASIH help in rehabilitating individuals by substance abuse?
4. How does PENGASIH help in preventing re-lapse cases?
5. Are there any current projects running that help in creating awareness about substance abuse?
6. Do you accept volunteers? If yes, how can volunteers help in PENGASIH?

We look forward to hearing from you. Please do take some time taking part in the interview. Thank you for your consideration.

Kelly Cheng
 Taylor's University
 H/P No: 012-5758769

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