*“Energy Hog” Alternative Public Service Advertising Campaign (40 points)*

***Due before Noon, Friday, April 20h***

*Your poster will be presented to three instructors. Ten points extra credit will be awarded to any poster that receives unanimous evaluation as being the best according to meeting the criteria described below. In the event no one poster receives a unanimous evaluation as being the best, each “best” rating will earn two points extra credit.*

On March 9, 2004, the Ad Council and the U.S. Department of Energy (USDOE) launched a national public service advertising campaign designed to engage children and their parents in energy efficient behavior, introducing Americans to a dastardly new spokes-villain, the Energy Hog ([www.energyhog.org](http://www.energyhog.org)). The campaign’s effectiveness has come into question.

Your group’s task (groups may be no larger than three students) is to develop an alternative public service advertising campaign consisting of a poster, dimensions not to exceed 125 cm by 90 cm. Your poster should convey the following information (and will be graded on how successfully the information is conveyed):

* How energy is consumed in the United States and where that energy is derived from;
* A synopsis of what your group determines is the most likely transition to nonpetroleum fuel sources assuming the availability of current technologies and how that would likely impact economic and lifestyle realities in the United States;
* Suggestions as to what people might do, both short term and long term, in preparation for such eventualities.

Although there is no correct set of responses as to exactly what information should be included, your campaign should be reasonable, fact-based, and thoughtful, without reference to doomsday scenarios. Whether you choose to include an iconic animated barnyard villain (or hero) is up to you. Resources of particular initial value include websites for the Department of Energy ([www.energy.gov](http://www.energy.gov)) and the Energy Information Agency (<http://www.eia.doe.gov/>).

As this is a demanding project, I would like each group to schedule a short meeting with me at some point during your work so I can review where you stand and assist where needed. It is your responsibility to schedule this meeting, but I will be more than willing to meet at a time convenient to you.