

Strategies assignment essay examples

[Technology](#), [Development](#)



\n[toc title="Table of Contents"]\n

\n \t

1. [Introduction.](#) \n \t
2. [Key issues supported by Ad Council.](#) \n \t
3. [Reference.](#) \n

\n[/toc]\n \n

Introduction.

Established in November 1941, the Ad Council continues to be the leading producer of communications in the Public service, in America (Ad Council, 2012). The first campaign, after its establishment was the sale of war bonds immediately after America got involved in the World War II. The key motive under its establishment was to identify significant issues that relate and affect the public, and arouse action through communication programs, so as to make a difference in the society. The Ad Council, therefore, facilitates media, volunteers the talented from the communication and advertising industry, and funds resources in creation of awareness to the public. This triggers understanding and motivates public action against the matters considered to affect prosperity.

Among the campaign services provided by the Council include: Consumer research, social media, production and distribution of PSA's, Mobile programs, and media outreach and website development (Ad Council, 2012). In addition, the Council works in partnership with organizations like Red Cross, Crescent and social groups in addressing social issues that affect society. The Ad Council is currently working in different sectors that include

Education, family and community, safety and health. Under these areas, the Council conducts research, with the assistance of the communities, in establishment of pressing issues and marketing the relevant and sustainable solutions in promoting and community development.

Key issues supported by Ad Council.

Among the key programs supported by the Ad Council are family and community matters and education. Under the latter, the Council promotes youth education and awareness on the available development and financial generation opportunities. The Council partners with the government in programs like KnowHow2GO and GED Diplomas, in campaigning for post secondary education. It assists in preparation of the youth for college success (Ad Council, 2012). In addition the council motivates families and students in the process of college preparation and enrollment in making sure that students have correct choices of courses. Under GED, the council supports high school drop outs in motivating them on the different ways of sustaining their families.

Under the family and community program, the council works with individuals, families and community at large in addressing social issues that affect development. This includes communication and campaigning for proper parental care, fatherhood involvement in bringing up a child, importance of adoption and care giving assistance, and overall community involvement in bringing up a family.

The Ad council also works closely in addressing educational matters. Through this program, the council advocates for learning as a resource for

development. The council implements programs like college access for high school leavers and for high school drop outs. The latter are encouraged and motivated to work in different areas for financial support. The council also advocates for prevention of school drop outs. Under this program, the council sets means for college preparation, supporting the minority and less privileged and educates of financial matters.

In its campaigns, the council uses graphics, texts and illustrations to communicate their message to society (Ad Council, 2012). The use of texts facilitates simplicity and speed in communication (Alozie, 2003). It also allows for feedback from society members and this feedback is later used in determining what the society feels about an issue. Graphics facilitate communication to people reading different languages and assists in evoking emotions which determine the position of an issue in the society. They are professional presentations that establish a connection between the council and a targeted population, and this allows research. Illustrations, on the other hand, work as practical examples on the importance of an area of research (Alozie, 2003). For instance, on campaigning against school drop outs, the council adopts practical examples on the implications of dropping out of school.

The whole agenda of the Ad Council revolves around social responsibility. The council aims at assisting people prosper and communicating on the issues that affect societal and individual prosperity. The council mobilizes individuals, families and society in making them responsible of their lives. It provides awareness on issues that affect development and the means

available for protection of such matters. Through the health and safety program, the council educates on different health matters that affect society, how to prepare for such, safety education and how to prevent such issues. The council also works in partnership with the government, volunteers and aid organizations in creating awareness and educating society (Ad Council, 2012). This plays a critical role in supporting the society and making individuals responsible.

In conclusion, the Ad Council can be termed as a success in mobilizing, motivating, campaigning and educating people, in US, by communicating to the people on the importance of self-sustenance. Through such programs as child adoption disaster prevention and preparedness, health and survival, the council has impacted on the lives of millions of children as well as adults (Ad Council, 2012). The council aims to continue being social responsible by educating the societies on how to cope with different calamities and on how to become self reliant. This is one of the organs in US that have a significant input in improving and boosting development. Through continued efforts in research, the council expects to reveal more findings on means of societal prosperity and in assisting various societal projects, which aim at growth.

Reference.

Ad Council. (2012). Inspiring Change Improving Lives: Current work. Work cited,

<http://www.adcouncil.org/Our-Work/Current-Work>

Alozie, E. C. (2003). Advertising and Society: Global Issues. *Journalism and Mass Communication Quarterly*, Vol. 80(4).