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We affirm that this is the exclusive work of the above-named students created without using other sources (including other students or their writing) except as cited.

1. The clear message of your team’s PSA. What is your pitch? The pitch should be clear and compelling. What mode (television, radio, billboard, print ads, etc.) does your pitch utilize? What do you intend to say to people as you appeal to particular ways of knowing? Who will convey your message and why?

Our message is that driving your own car is not only more dangerous than taking public transportation, but you are missing out on experiencing a once in a lifetime opportunity.

This is our commercial design:

We will be running a TV commercial that features Spiderman saving a bus of people from a collapsing bridge. While the bus is being saved, we see many different cars being lost in the process, as Spiderman is unable to save them. At the end of the commercial, the scene transitions to Captain America appealing to people’s empirical senses by citing the survival rates of buses in superhero movies being much higher than those of cars. We then would present the main idea of our PSA, Captain America would encourage people to use public transportation more. He would say something along the lines of the following: “Every year we lose thousands of people in cars during superhero conflicts. But in my 100 years of doing this I have never lost a bus! In your universe, over 1.25 million people die each year in fatal car accidents (ASIRT.org). Riding the bus is also 6000% safer than driving (usa.streetsblog.org). Plus you might get saved by spiderman. Be your own superhero, save your own life. Take the bus (or other public transportation).” The contrast between the serious nature of the battle scene, and the somewhat lighthearted message would add comedy to the PSA, and hopefully make it more memorable for the audience.

2. How your PSA appeals to your epistemologies. How does your PSA lend itself to the particular epistemological approaches you employ? Clearly state and define your epistemologies and explain what makes the types of evidence/justification present in the PSA work well with the specified epistemological approaches.

Our PSA utilizes empiricism and authoritarianism. Empiricism is knowledge that comes from experience, particularly the five senses. It’s claims are quantifiable and measurable. Our PSA will use the statistical data of casualties and destruction that occurs during superhero/alien-warfare to persuade viewers to take the bus (public transport) rather than private automobiles. In every spiderman movie it can be observed that no buses are destroyed, however, there are many private automobiles that are destroyed. Therefore, our PSA will promote viewers to take the bus rather than drive their own personal cars as a safer alternative. Our second epistemology is authoritarianism which is knowledge that is gained from authority figures passing down such knowledge. At the end of the PSA we’ll have Captain America tell viewers to take public transit in place of private transit. Captain America is a figure of authority in the United States, thus having authoritative influence that has rational justifications.

3. Evaluation of your PSA’s epistemology. How would potential critics from the other two epistemological approaches evaluate your PSA? According to each of those two different approaches, what are the weaknesses of your chosen epistemology for this application? How would you respond to these weaknesses?

An intuitionist is likely to object to our PSA when our message runs counter to their own intuition. Unfortunately, this conflict is difficult to resolve. Due to the deeply personal and internal nature of such a revelation, an intuitionist is unlikely to respond to countervailing arguments from an external source. In lieu of a direct counter, we recommend supplementing the PSA with additional avenues of argument. One possible approach is the environmental impact of mass transit. According to the U.S. Department of Transportation, buses emit 33% less greenhouse gas than their automobile equivalent. Rail transit can boost that savings upwards of 75%. Couple this with a marked decrease in air pollution and an increased emphasis on mass transit is a much more environmentally-friendly option than private transportation. A second alternative argument is economic. Not only does the adoption of mass transit create municipal jobs, but it can save passengers more than $9,000 per year in comparison to their driving peers. In the event that an individual has a flash of insight refuting the idea that buses are safer than cars, they are unlikely to also have such an insight countering the environmental and economic benefits. By employing multiple axes within our argument we can substantially increase its robustness in the face of intuitionist objection.

One potential objection from innatists revolves around its dependence on culture-specific rather than universally self-evident concepts. This PSA is clearly aimed at an audience with some investment in superheroes. Viewers without such a connection are less likely to find the PSA convincing, however as this PSA is intended to convince viewers to switch to public transportation, it targets a specific audience. These viewers must both currently drive their own vehicle and be good candidates for public transportation. This population has a substantial overlap with the 20-40 year old demographic who have been steeped in the superhero movies since their breakout in 2008 with the release of *Iron Man.* We believe this renders our target audience receptive to this PSA. While an innatist may object to the lack of universality, we are willing to sacrifice audience breadth in order to deliver a more focused pitch to our target audience.