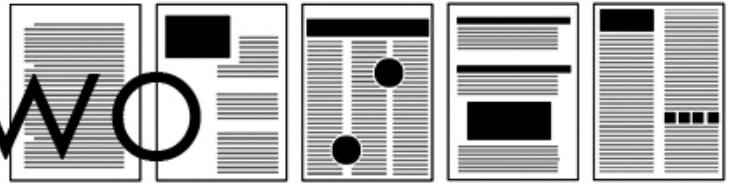


module two



To: Daniëlle DeVoss
From: Cheyenne Roy
Date: 4 February 2011
Re: Module 2: Visual Communication Audit

Organization selected and why you selected it:

The American Cancer Society. I selected this organization because I've done volunteer work with Relay for Life in the past, and have had several family members affected by cancer, so I took a special interest in my selection. Another reason I chose the American Cancer Society is because I feel the work this organization does for not only those affected with cancer, but for the families and loved ones of those affected by cancer is absolutely amazing. I would hope that the American Cancer Society is able to produce an efficient and prolific public face for the work it does.

Documents collected and why you selected them:

The documents I have collected from the American Cancer Society are as follows: the homepage of the organization (www.cancer.org), the organization's annual report from 2009, the Freshstart Brochure for the American Cancer Society, a poster for the American Cancer Society featuring Peggy Fleming, and a PDF file regarding facts about second-hand smoke obtained from their website.

I selected these documents because I feel they each represent the American Cancer Society in different ways; first and foremost, the homepage of the website is what users see first if they were to use a search engine to find information on the American Cancer Society. Today, most research or other information-seeking is done on the internet, and as I have learned in another course of mine, if an organization has an ineffective website, it can affect clients and whether or not users visit the webpage, or if the organization can be deemed to be very legitimate.

I also selected the poster, the PDF file, the Freshstart Brochure, and the annual report to better communicate what it is the American Cancer Society does. The poster is an advertisement for the type of information the American Cancer Society hopes its audience will obtain by interaction with the organization itself, while the PDF file is an actual manifestation of some of the information the society provides.

The Freshstart Brochure is a pamphlet that encourages smokers to quit smoking. Freshstart is the American Cancer Society's 'quit smoking' program. I chose this brochure because it provides information on some of the services the American Cancer Society offers. Finally, I chose the annual report because it presents the efforts of the American Cancer Society, as well as its success.

Analysis:

<p>WHAT</p> <p>is it? what type of visual?</p>	<p>WHERE</p> <p>does it appear? in what larger content and context?</p>	<p>HOW</p> <p>does it work? what does it do?</p>	<p>WHY</p> <p>is it used?</p>
<p>The Peggy Fleming poster for the American Cancer Society (1968)</p>	<p>This particular poster was a part of the American Cancer Society's 1968 campaign to discourage young people from smoking. This poster was put up in public places as an advertisement to not only promote the non-smoking stance of the American Cancer Society, but the American Cancer Society itself. Peggy Fleming was an Olympic figure skater and a positive role model for young people.</p>	<p>This poster works with the image, Peggy Fleming from 1968 skating (and flashing the undergarments of her skating outfit – rather risqué for 1968), along with the words “I don’t smoke cigarettes” displayed in a bold sans-serif font above the crown of her head. The poster attracts the viewer with Fleming’s youth and attractiveness, and delivers the organization’s message of ‘non-smoking’ rather than just quitting smoking.</p>	<p>The poster is used because the shot, which displays Fleming’s undergarments as she smiles triumphantly (and a bit coyly), catches the viewer’s eye; and, naturally, sex sells, even if sex is not the primary goal of the American Cancer Society.</p> <p>The poster is also used because it suggests non-smoking rather than quitting smoking. Fleming assumes the role of a positive role model to discourage young people from smoking because of her attractiveness, health, and success.</p>
<p>The American Cancer Society’s Annual Report from 2009, page 14 of the PDF, an assets and liabilities chart</p>	<p>The chart appears within the annual report, near the end of the report. It is distributed along with the report.</p>	<p>The chart works by breaking down the expenses of the American Cancer Society in terms of assets, and liability & net assets. The expenses from the year previous are displayed to the right of the year 2009.</p>	<p>It is used to show the breakdown of research grants, program awards, investments, total liabilities and assets (either permanently or temporarily restricted) along with other expenses that fit into those categories the organization accrued over the course of a year. The expenses for 2009 are displayed next to 2008 to show whether or not the organization increased or decreased in expenses. The chart assists in further illustrating what the organization is spending money on and whether or not it is spending the money effectively.</p>
<p>The American Cancer Society’s Annual Report from 2009,</p>	<p>The photograph appears on the cover of the annual report, and is the</p>	<p>The image, the top of a cake with fourteen (14) candles, works to</p>	<p>It is used as a cover page because it presents the positive message of the</p>

cover page, "Fighting for More Birthdays"	first thing a reader sees when obtaining the annual report.	demonstrate the American Cancer Society as the "Official Sponsor of Birthdays"™. The image is not out of place because it illustrates the organization's tagline and serves as a positive message.	American Cancer Society, which is that the organization hopes to give people with cancer "more birthdays" – or, rather, longer time with their loved ones – and this is a message that is repeated throughout the annual report.
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Conclusions reached:

I have found that the American Cancer Society does a truly great job of incorporating visuals along with its other content – be it information, facts, number crunching, or what the organization has been doing for the past year. For example, the use of a photograph of birthday candles on the cover page of their annual report was a smart decision for a number of reasons: first, the photo itself is of very good quality and fits in with the color scheme of the layout of the annual report (blues, pinks, and yellows are all incorporated in some way throughout the document) and features the logo of the American Cancer Society in the corner, which is also on the website's homepage. Furthermore, the image of the 1968 poster of Peggy Fleming shows the American Cancer Society knows how to catch the eye of its audience – which can be anyone who is affected with cancer themselves, family members or friends of those affected by cancer, smokers, those who wish to quit smoking, and those interested in supporting their organization.

Overall, the American Cancer Society has done an exemplary job with situating itself in the public sphere with its visual content featured on its external documents. The visuals show that the American Cancer Society is aware of how to catch their audience's attention (as well as the attention of those not necessarily within the realm of their immediate audience) as well as exemplifying their encouraging message of "more birthdays." The design of the whole annual report is tidy and professional, and does not overwhelm the reader.

With an organization as important to so many families and cancer survivors, and those still coping with cancer, it is entirely uplifting to see that this is an organization that has used the rhetoric of design to its advantage, and as such, has proven that from 1968 to today, is aware of how to reach its audience and maintain a professional outlook in the public sphere.

Visuals Used:



American Cancer Society,
Inc., and Affiliated Entities
Combined Balance Sheets
August 31, 2009 and 2008
(in thousands)

	2009	2008
ASSETS		
Cash and temporary investments:		
Cash and cash equivalents	\$ 112,123	\$ 104,710
Other investments	837,011	911,630
Gift annuity investments	34,925	35,642
Total cash and temporary investments	<u>984,059</u>	<u>1,051,982</u>
Securities lent under securities lending program	163,253	159,298
Collateral received under securities lending program	166,450	162,605
Pledges and grants receivable, net	65,494	78,014
Prepaid expense and other assets	30,770	32,860
Legacies and bequests receivable	88,916	97,592
Beneficial interests in trusts	270,257	343,869
Fixed assets, net	353,992	356,085
Investments, at fair value	37,740	35,166
Total assets	<u>\$ 2,160,931</u>	<u>\$ 2,317,471</u>
LIABILITIES AND NET ASSETS		
Research and other program awards and grants payable	\$ 217,339	\$ 229,687
Accrued expenses:		
Accounts payable and other accrued expenses	84,450	88,562
Accrued retirement plan benefits	180,273	67,939
Post-retirement medical, dental, and life insurance accrual	56,472	48,307
Total accrued expenses	<u>321,195</u>	<u>204,808</u>
Gift annuity obligations	26,230	26,179
Payable under securities lending program	166,450	162,605
Other liabilities	27,464	32,528
Debt	67,851	72,030
Total liabilities	<u>826,529</u>	<u>727,837</u>
Commitments and contingencies		
NET ASSETS:		
Unrestricted:		
Available for program and supporting activities	556,585	734,198
Net investment in fixed assets	281,719	284,055
Total unrestricted	<u>838,304</u>	<u>1,018,253</u>
Temporarily restricted	273,416	313,649
Permanently restricted	222,682	257,732
Total net assets	<u>1,334,402</u>	<u>1,589,634</u>
Total liabilities and net assets	<u>\$ 2,160,931</u>	<u>\$ 2,317,471</u>



The American Cancer Society, Inc.,
adheres to the Better Business Bureau's
strong standards for charitable giving.