

Identifying Media Methods

Activity: 3-1

Format: Group or Individual

Time Frame: 30 minutes

Description

This activity provides students with an opportunity to develop a fire and life safety message aimed at reaching a variety of audiences through multiple media outlets.

Materials

- Activity 3-1 worksheet
- www.nfpa.org website access
- Pen/pencil

Instructions

1. Visit the National Fire Protection Association website (www.nfpa.org) and identify a current national fire prevention theme or message.
2. Prepare a safety message presenting that theme to your community.
3. Identify how you would craft or present that message to any five combinations of the media formats and audiences listed below.
 - Examples:
 - TV PSA + Multi-family dwelling units
 - Newspaper + Senior citizens
 - Handouts in schools + Elementary school students

Media Outlets	Potential Audiences
<ul style="list-style-type: none">• Newspaper (deadlines that must be met)• Website• Social media (policies need to be formed)• Email• Television Public Service Announcement (deadlines that must be met)• Radio (deadlines that must be met)• Brochure• Handouts in schools (permission deadlines)	<ul style="list-style-type: none">• Elementary school students• High school students• College students living off campus• Young families• Multi family dwelling units• Single family dwelling units• Young Adults• Middle-aged adults• Senior citizens

Message #1

Media Outlets	Potential Audiences

Message #2

Media Outlets	Potential Audiences

Message #3

Media Outlets	Potential Audiences

Message #4

Media Outlets	Potential Audiences

Message #5

Media Outlets	Potential Audiences