Identifying Media Methods

Activity 2-4

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 2-4 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
• 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)	• Elementary school students • High school students • College students living off campus • Young families • Multi family dwelling units • Single family dwelling units • Young Adults • Middle age 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