

# POST-VISIT ACTIVITY: WHICH MEDIA CHANNELS?

## VCE Vocational Major curriculum alignment

This activity supports:

<b>Literacy</b>	<b>Unit 4 Outcome 1</b> See also the post-visit activity: <ul style="list-style-type: none"> <li>Developing a public health advocacy campaign</li> </ul>
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## Learning intention

Understand that public health media campaigns comprise a range of campaign assets that use different media channels.

## Success criteria

- Identify media channels suitable for use in a public health campaign about an aspect of road safety
- Identify a media channel that would best support the video made at *Road to Zero*
- Produce a campaign asset that uses the identified media channel and supports the video made at *Road to Zero*

## Resources

<b>Student worksheet</b>	<b>Which media channels?</b>
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## Learning activity description

The following activity may be undertaken by students individually, in pairs or groups. Facilitate discussion around each part of the activity.

Media campaigns usually use a number of different media channels – such as TV, radio, social media, billboards, posters, brochures and websites – to get across the campaign message/s in multiple ways.

1. Students identify a range of media channels available for a public health campaign.
2. They then identify channels that would be most effective when used alongside their video as part of a comprehensive media campaign. They consider:
  - the target audience and where/how they would access the other channel/s
  - if there is a channel that would be most appropriate for the message.
3. Students then develop one other campaign asset for a channel other than video. The campaign asset should link to their video by presenting the same message and 'look'. Examples of campaign assets include postcards, blog posts, brochures, marketing collateral, apps, displays and promotional products.

The following worksheet supports the activity.

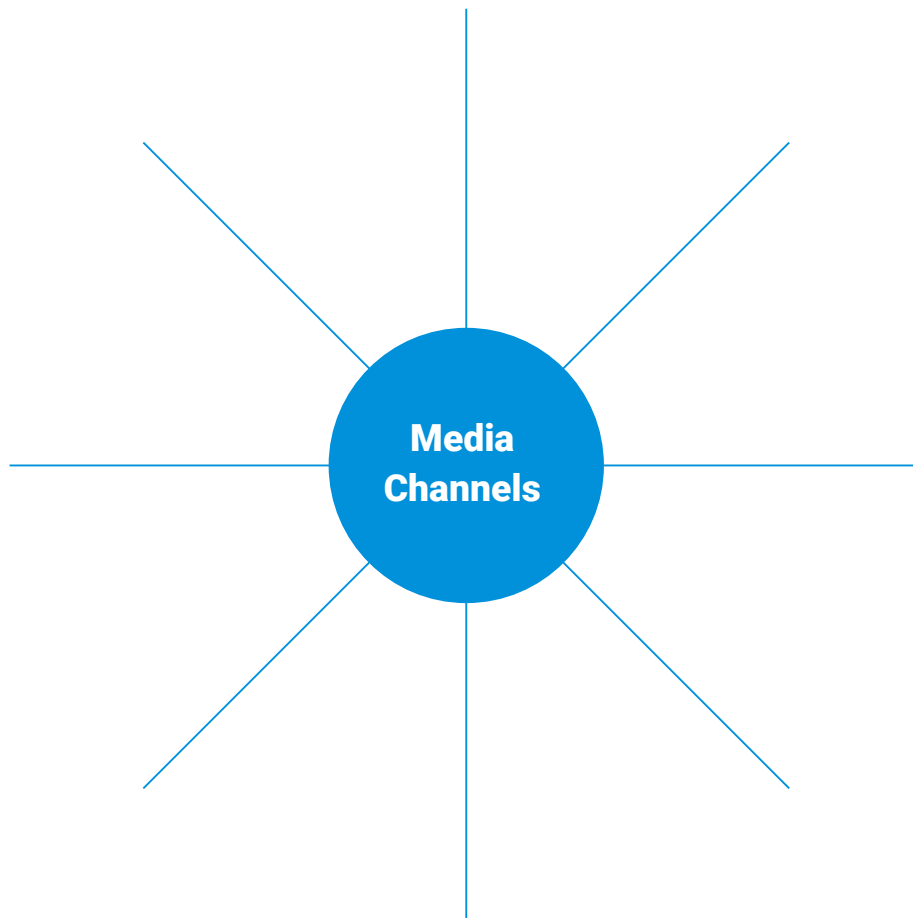
Name:

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## POST-VISIT ACTIVITY: WHICH MEDIA CHANNELS?

Media campaigns usually use a number of different media channels, e.g. TV, radio, social media, billboards, posters, brochures and websites.

1. Using the brainstorm chart below, write down the media channels that are suitable for a public health campaign about road safety. See how many different ones you can come up with. Add more lines to the brainstorm chart if you need to.
2. Identify channels that would be most effective when used alongside your video. Think about:
  - the target audience and where and how they would access these channels
  - whether there's a channel that's best for getting across your message.
3. On the brainstorm chart, circle the channels that would be the most effective for your audience and message.



4. Out of the media channels you have circled (on the brainstorm chart), choose one and develop a campaign asset to go with your video.

The campaign asset should link to your video by presenting the same message and 'look'.

<p>What media channel did you choose?</p> <p>Why?</p>	<p><i>e.g. A post card</i> <i>Because we can leave it in places such as shops that sell mobile phones and ...</i></p>
<p>Give a brief description of the campaign asset you will make.</p> <p>Consider:</p> <ul style="list-style-type: none"><li>• layout and design</li><li>• graphics</li><li>• vocabulary</li><li>• sound.</li></ul> <p>Remember, the campaign asset needs to have the same message and look as your video.</p>	<p><i>e.g. The post card will have a photo taken from the video on the front and on the back ...</i></p>

5. Now you need to develop the campaign asset.