

SPREADING THE WORD ABOUT TOBACCO

A successful media blitz reaches its audience in as many formats as possible. As project director—the person responsible for overseeing the project and staying on schedule—your first job is to evaluate your team’s strengths. Do this by having team members sign up for one or more tasks below. Then complete the questions to help plan your team’s media blitz.

Tasks

- Technical Director (responsible for operating video camera and other electronic equipment):

- Art Crew (responsible for selecting and creating art and graphics on the classroom computer):

- Writer(s) (responsible for creating text and scripts as needed):

- Researcher(s) (responsible for gathering facts and information):

SPREADING THE WORD ABOUT TOBACCO (continued)

1. Who is the intended audience of your media blitz? _____

2. Every media blitz has a central theme or slogan. State the theme of your media blitz.

3. Which of the following media do you think will best help you spread your message? (Check one or more)

- | | |
|---|--|
| <input type="checkbox"/> Flyers/brochures | <input type="checkbox"/> Public access TV spot |
| <input type="checkbox"/> Spot on the school radio station | <input type="checkbox"/> Pep rally |
| <input type="checkbox"/> Other | |

4. Which of the following techniques will best help you spread your message? (Check one or more)

- | | |
|--|---|
| <input type="checkbox"/> Hard cold facts | <input type="checkbox"/> Humor |
| <input type="checkbox"/> Exploding popular myths | <input type="checkbox"/> Original music |
| <input type="checkbox"/> Art | <input type="checkbox"/> Survey |
| <input type="checkbox"/> Anti-tobacco ads | |

5. Which facts about the risks of tobacco use among teens will help you best get your message across?

6. Of the art viewed at the various web sites, which do you think would most appeal to teens? Explain your choices.

7. Develop a strategy for determining the success of your media blitz.

