



Mass Media Department

SKYLER ROBERT'S PRESENTATION

Target Audience

Primary:
Highschoolers

Secondary:
Their parents

Objective and Key Concept



To increase the target audience's interest in the department and direct them to our resources and take action.



Show how a mass media degree will help them in their future and it is worth the investment

Creative

- ▶ I focused in on the smaller classroom and teaching through experience the most with instructors who have experience in the field the most, then the growth and creativity of the field.



Video
Draft
Execution

Radio Script Execution

- ▶ One: Man, I'm excited for college, but I don't know what to do. I don't want a boring office job.
- ▶ Two: You could go into art.
- ▶ One: My parents want me to have a "real" job.
- ▶ (Brief silence, a little ticking from a clock to fill it)
- ▶ Two: What about media?
- ▶ One: Media?
- ▶ Two: You know, like radio?
- ▶ One: I'm listening.
- ▶ Two: It wouldn't be a "boring office job." And the field is growing.
- ▶ One: Right.
- ▶ Two: And there's multiple options so you could find the one for you!
- ▶ One: But where would I go for that?
- ▶ Two: I heard Southeast Missouri State University is accredited.
- ▶ One: And they're close by!

Smaller Classrooms

Equal

More Hands-On Learning

Media Dept.

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and Get you a Job!

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Field is Expected to Grow by TEN Percent in the Next Few Years

FOUR Current Options
(And Another on the Way!)

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Creative Executions

Learn

Through

Experience

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Southeast Missouri State University

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Mass Media Department

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In the Field You Want.

Not Straight from a Textbook.

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