### Mass Media Department

SKYLER ROBERT'S PRESENTATION

### Target Audience

# Primary: Highscholers

Secondary: Their parents

#### Objective and Key Concept



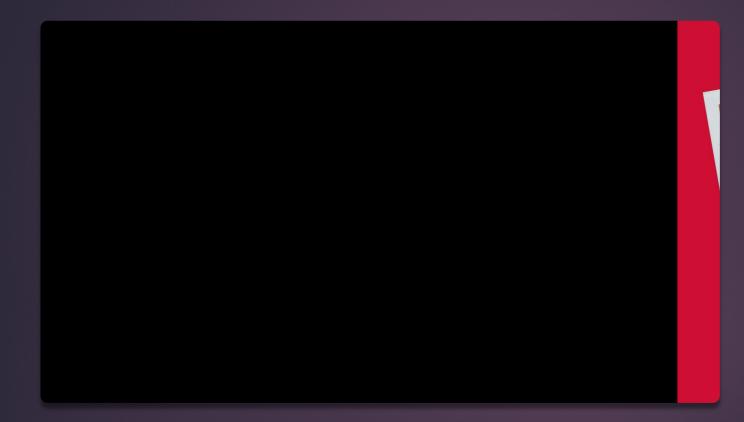
To increase the target audience's interest in the department and direct them to our resources and take action.



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!







# Creative Executions



# Creative Executions