

**Unit 11****Lesson 11.3 – Understanding Media**  
SEM Communications**STUDENT ACTIVITY****Instructions**

*Create a list of five different print (magazines, newspapers, etc.), web-based and broadcast (television and radio) media available in your local area. Using the list you created, research those mediums and answer the questions below for each organization. (For the next class period, submit an example of an advertisement from each.)*

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- 1) How frequently does the organization publish or broadcast information?
  
  
  
  
  
  
  
  
  
  
- 2) Who is the target audience for the medium?
  
  
  
  
  
  
  
  
  
  
- 3) What type of sport/event/entertainment could effectively utilize the medium?
  
  
  
  
  
  
  
  
  
  
- 4) How many competitors does the organization have within the local market?
  
  
  
  
  
  
  
  
  
  
- 5) How does this organization rank among its competitors? Why or why wouldn't that appeal to a sports, event, or entertainment company?