Activity 12-1

Media Research

**Directions:** Complete the following to research the media options for advertising and public-relations services in your community.

1. In the chart that follows, list resources available in your community for public relations. Add extra lines, if needed.

Public Relations Resources

|  |  |  |  |
| --- | --- | --- | --- |
| Name of resource | Advantages of this resource | Disadvantages of this resource | Tools available (press kits, conferences, etc.) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

2. What are the guidelines provided for using these public relations resources?

<<Place Answer Here>>

3. In the chart that follows, list media options for advertising in your community. Add extra lines, if needed.

Media Resources

|  |  |  |  |
| --- | --- | --- | --- |
| Name of resource | Advantages of this resource | Disadvantages of this resource | Cost |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_Activity12-1.docx (i.e., JohnSmith\_Activity12-1.docx).