Chapter 11

**Activity 11-1 Media Research**

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

1. Using the following chart, list resources available in your community for public relations. Add extra lines if needed.

**Public Relations Resources**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of resource | Advantages for using this resource | Disadvantages for using this resource | Tools available—press kits, conferences, etc. |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

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

<<Place Answer Here>>

1. Using the following chart, list media options for advertising in your community. Add extra lines if needed.

**Media Resources**

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

1. 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*\_Activity11-1.docx (i.e., JohnSmith\_Activity11-1.docx).