

US/AZ Government

Media Campaign - Selection

For this 10 point assignment you will explain which type of media you will use to reach certain demographics. Be specific in what your media will be and how you will use it. Are you going to mail letters, buy TV ads, create youtube videos? The choice is yours. Don't forget newspapers, magazines, and radio.

Media for 18-25 year-olds.

Media for 25-40 year-olds.

Media for 55 and older.