

Routes to Riders

Analyze audience, purpose, reach, and limits in a transit campaign.

11.C.4.B "Analyze and critique how media reach the targeted audience for specific purposes."

NAME _____

DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Circle each target audience, underline each media channel, and draw a box around each statement that evaluates a channel's reach or limitation. Use your marks to trace how the campaign tries to reach different people.

Launching the Night Bus

- ① When a city transit agency adds late-night bus service, it needs riders to know where and when the buses run. Its first campaign uses 15-second vertical videos on Instagram Reels and TikTok. The videos show a student leaving a library, checking a route map, and boarding under bright stop lights. Captions give the launch date, and a link opens the trip-planning page. This format fits many college students and young workers who already scroll on phones during breaks. Its purpose is not only awareness. By showing a familiar problem and a simple next step, the agency hopes to turn viewers into first-week riders.
- ② However, the same videos may miss hospital aides, restaurant staff, and other night-shift workers who do not use those platforms or have limited data plans. To reach them, the agency places simple posters with a QR code in hospital break rooms, community colleges, and major transfer stations. It also asks employers to include a short notice in payroll emails, where workers may see scheduling information. These channels are chosen because they appear near work or travel routines. Yet a QR code assumes a smartphone and can exclude people who need a printed timetable or information in another language. The agency should add a phone number and translated handouts.
- ③ To reach residents who rarely visit the listed places, the agency buys short announcements on local radio during the evening commute and sends notices through neighborhood associations. Radio can reach drivers and passengers without requiring an app, while association newsletters can carry detailed route maps. Both choices have limits. Radio listeners may miss a brief announcement, and newsletters may not reach renters who are not connected to an association. The agency can track link visits from the videos, count calls to its information line, and survey riders during the first month. Those results can show which messages reached people and which audiences still need another route.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 Which audience is most directly targeted by the short vertical videos, and what habit makes those videos a useful choice?

2 How are posters and payroll emails designed to reach night-shift workers differently from social media videos?

3 What assumption creates a limitation for the QR-code posters, and which people might be excluded?

4 How could the agency use link visits, phone calls, and rider surveys to critique its campaign?

3 YOUR TURN _____ Your own words

Create a brief media plan for a local service or event. Name a target audience and purpose, choose two media channels, explain why each could reach that audience, and critique one limitation with a revision.

PART 1 • READ AND MARK

Circle each target audience, underline each media channel, and draw a box around each statement that evaluates a channel's reach or limitation. Use your marks to trace how the campaign tries to reach different people. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Which audience is most directly targeted by the short vertical videos, and what habit makes those videos a useful choice?	College students and young workers are targeted because many already scroll on phones during breaks.
2	How are posters and payroll emails designed to reach night-shift workers differently from social media videos?	The posters appear in places connected to work or travel, while payroll emails may reach workers when they check scheduling information.
3	What assumption creates a limitation for the QR-code posters, and which people might be excluded?	The posters assume that people have smartphones. They may exclude people who need a printed timetable or information in another language.
4	How could the agency use link visits, phone calls, and rider surveys to critique its campaign?	The results could show which messages reached people and which audiences still need another way to receive information.

PART 3 • YOUR TURN (SAMPLE ANSWER)

To increase appointments at free flu clinics, a county health department could target adults who care for young children. It could send appointment links through school messaging apps and place bilingual flyers in grocery stores near bus stops. School messages reach caregivers who check child updates, while flyers reach adults without the app. The app can miss caregivers not enrolled in a school, so the department should also offer a phone number on the flyers.

Accept responses that accurately connect each channel to an audience habit, location, access need, or routine described in the passage. For the open task, accept varied campaigns when the student names a purpose and audience, explains channel reach, and identifies a realistic limitation and revision.