Message Meets Audience

Analyze how a campaign selects media for specific people and goals.

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 named audience group, underline the media channel used to reach it, and number two details that help you judge whether the campaign reaches people fairly and effectively.

Late-Night Bus Campaign

1. River City's public transit agency wants more riders to use its new late-night bus service. Its goal is practical: increase ridership after 9 p.m. and help workers reach jobs safely. Instead of sending one message to everyone, the agency studies who travels at night. It finds that many restaurant employees leave work near midnight, community-college students attend evening classes, and older residents may avoid unfamiliar routes. Each group has different routines, concerns, and ways of receiving information. The campaign's success depends not only on what it says, but also on whether the intended people encounter it when they can act on it.

2. To reach restaurant workers, the agency places video ads on social media between 10 p.m. and 1 a.m., using captions and a link to a trip-planning page. The ads stress a ride home after a late shift. For students, the agency asks instructors to post a notice in the college learning system and sets up a table near evening classes. This message highlights a discounted pass and the final departure time. For older residents, it mails a route guide and offers a telephone number answered by staff members. These choices match some audience habits, but each also has limits. Social media ads can be skipped, and guides can miss people who recently moved.

3. After the launch, the agency compares ridership counts with the times and places where messages appeared. A code on each digital link shows whether viewers reached the planning page. Staff members also ask riders how they learned about the service. These methods can reveal which channels prompt action. Yet the agency should not call a campaign effective merely because one post receives many views. Views do not prove that restaurant workers or students rode the bus. Nor do they show whether people without internet access had an equal chance to learn about it. A strong critique considers reach, response, and fairness.

2 ANSWER WITH EVIDENCE

Use the passage

1. How does the agency's audience research shape its decision not to use one message for everyone?

2. How do the timing, channel, and message of the restaurant-worker ads fit the campaign's purpose?

3. Critique one method used to reach an audience. What limitation could reduce its reach?

4. Why are many views of a social media post not enough evidence that the campaign worked? Name one additional kind of evidence the agency uses.

3 YOUR TURN

Your own words

Write a 5-sentence media plan for a public-service message at your school or in your community. Identify a target audience and purpose, explain a media channel and timing choice, then critique one limitation and add a second way to reach the audience.

ANSWER KEY

Message Meets Audience

GRADE 11 · 11.C.4.B

PART 1 · READ AND MARK

Circle each named audience group, underline the media channel used to reach it, and number two details that help you judge whether the campaign reaches people fairly and effectively. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How does the agency's audience research shape its decision not to use one message for everyone?	**The groups have different routines, concerns, and ways of receiving information, so one message or channel would not reach all of them effectively.**
2	How do the timing, channel, and message of the restaurant-worker ads fit the campaign's purpose?	**The ads appear on social media from 10 p.m. to 1 a.m., when workers may be leaving late shifts. They promote a ride home and link to trip planning, supporting the goal of late-night bus use.**
3	Critique one method used to reach an audience. What limitation could reduce its reach?	**Answers may note that social media ads can be skipped or that mailed route guides may miss residents who recently moved.**
4	Why are many views of a social media post not enough evidence that the campaign worked? Name one additional kind of evidence the agency uses.	**Views do not prove that intended audiences rode the bus or that people without internet access learned about it. The agency also compares ridership counts, tracks digital-link visits, and asks riders how they learned about the service.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

A community college wants commuting students to learn about free food-pantry hours. It could send a brief notification through the college app at 3 p.m., when many students check schedules before evening classes. The notification should name the pantry location, hours, and a link to request a pickup. This channel may miss students who do not use the app or have disabled alerts. The college could also place the same information on signs near bus stops and ask instructors to post it in course pages.

Accept answers that connect a specific audience, purpose, channel, and timing or access choice. In the open response, the critique must identify a plausible reach limitation and a second method that addresses it.