

Alert Across Screens

Analyze how coordinated media components guide public action.

12.C.3.D “Organize information to create media messages with visual, audio, and graphic components to convey meaning.”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline details that appear in two or more media components. Circle details that belong to only one component, then write 1, 2, or 3 beside the graphic, audio clip, and video to show the campaign’s order.

Designing a Heat Alert

- ① When a city expects dangerous heat, its public health office must turn weather data into a message people can use quickly. One effective campaign begins with a bold graphic: a thermometer beside the forecast high and the dates of the alert. The headline, “Heat Alert: Check on Neighbors,” gives the central action before viewers read details. A small map uses darker shading to show neighborhoods with fewer trees and more pavement, where temperatures can be higher. The graphic also lists cooling-center hours and a phone number, so essential information is visible without sound.
- ② An audio clip placed after the graphic repeats the alert dates, then explains three protective steps: drink water regularly, move strenuous activity to cooler hours, and use air-conditioned spaces when possible. The speaker uses a calm pace and plain language because listeners may hear the clip while driving or working. A captioned version makes the spoken content available to people who are deaf or hard of hearing, and a transcript lets users scan it. The clip ends by directing listeners to the same phone number shown in the graphic, linking the two components instead of giving competing directions.
- ③ Finally, the campaign pairs the graphic and audio with a short vertical video for phones. Its first frame repeats the headline, and its next frames show a resident filling a water bottle, closing blinds, and checking a cooling-center map. These images demonstrate actions that might be harder to picture from words alone. On-screen text names each action, while the recorded narration adds context without merely reading every line. The final frame shows the phone number, hours, and a QR code leading to current locations. Repeating the most urgent details across formats helps audiences recognize the message, while each component contributes a distinct kind of information.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 Which two details does the graphic include so people can find help without hearing the audio?

2 How is the audio clip organized for people who may be listening while busy, driving, or working?

3 Why does the audio clip direct listeners to the same phone number shown in the graphic?

4 What information do the video images communicate that words alone might communicate less clearly?

3 YOUR TURN _____ Your own words

Create a 75 to 100 word plan for a media message about an urgent school or community issue. Organize a graphic, an audio component, and a visual component, state what each includes, and repeat one urgent detail across formats while giving each component a different job.

PART 1 • READ AND MARK

Underline details that appear in two or more media components. Circle details that belong to only one component, then write 1, 2, or 3 beside the graphic, audio clip, and video to show the campaign's order. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Which two details does the graphic include so people can find help without hearing the audio?	Cooling-center hours and a phone number.
2	How is the audio clip organized for people who may be listening while busy, driving, or working?	It repeats the alert dates, gives three protective steps in plain language at a calm pace, and provides captions and a transcript.
3	Why does the audio clip direct listeners to the same phone number shown in the graphic?	The shared number links the components and prevents competing directions.
4	What information do the video images communicate that words alone might communicate less clearly?	The images demonstrate actions: filling a water bottle, closing blinds, and checking a cooling-center map.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Graphic: A blue banner reads, "Boil Water Notice, Use Boiled or Bottled Water Until 6 p.m. Friday," above icons of a pot and sealed bottle. Audio: A 20-second announcement repeats the deadline, explains that water must reach a rolling boil for one minute, and directs residents to the city hotline. Video: A vertical clip shows water boiling, cooling, and being stored in clean containers. Captions repeat the deadline; the final frame gives hotline hours.

Accept answers that identify how information is selected, sequenced, repeated, or made accessible across components. For Part 3, accept varied issues and formats if the response includes all three components, one repeated urgent detail, and distinct purposes for the components.