

Type of media	Definition	Advantages/Good Points	Disadvantages/Bad Points	Real Example?
Adverts (Television, Radio & Internet)	PAID FOR 'SLOTS' ON TV, RADIO AND ON THE INTERNET. RADIO AND TV ADS ARE GENERALLY 30 SECONDS TO 1 MINUTE BUT ADS ON THE INTERNET CAN BE VERY BRIEF AS PEOPLE OFTEN CLICK AWAY OR SKIP IF NOT IMMEDIATELY ENGAGED	TV IS GENERALLY REGARDED AS THE MOST POWERFUL BUT ALSO THE MOST EXPENSIVE; RADIO ADVERTISING IS NOT AS INFLUENTIAL BUT IS CHEAPER AND GET TO PEOPLE WHO ARE DOING OTHER THINGS SUCH AS DRIVING OR HOUSEWORK. NEW MEDIA SUCH AS YOUTUBE, FACEBOOK AND PODCASTS. ADVERTS ON TV & RADIO HAVE VERY WIDE REACH, THEY CAN REACH VERY LARGE AUDIENCES, POTENTIALLY AN ENTIRE NATION. ADVERTS ON THE INTERNET ALSO HAVE VERY WIDE REACH, POTENTIALLY EVERYONE WHO USE THE INTERNET. ANOTHER ADVANTAGE IS THAT MESSAGES CAN BE TIGHTLY TARGETED TO THEIR AUDIENCE. FOR EXAMPLE, IF THE ADVERTISER IS TRYING TO REACH AN OLDER DEMOGRAPHIC, THEY MIGHT CHOOSE A TV PROGRAMME THAT HAS A MORE MATURE AUDIENCE OR IF THEY WERE TRYING TO TARGET YOUNG MEN WHO MIGHT DRINK AND DRIVE THEN RADIO ADVERTS ON STATIONS THAT PLAY POPULAR MUSIC MIGHT BE VERY EFFECTIVE.	THE MAIN DISADVANTAGE OF ADVERTISING THAT IS COSTS MONEY AND IN THE CASE OF TV ADVERTISING A LOT OF MONEY. ADVERTISING SLOTS COSTS BETWEEN A FEW HUNDRED TO HUNDREDS OF THOUSANDS OF POUNDS. THESE ARE NOT THE ONLY COSTS INVOLVED, PRODUCTION COSTS OF THE MEDIA ARE HIGH AND PROFESSIONALLY PRODUCED ADVERTS ARE VERY EXPENSIVE, THE CURRENT RECORD FOR THE UK IS 6 MILLION POUNDS FOR A SPORTS DIRECT ADVERT FEATURING FOOTBALLER JACK GREALISH. ANOTHER DISADVANTAGE IS THAT THEY CAN BE WASTEFUL OF RESOURCES, WHILE TV AND RADIO ADVERTS HAVE LARGE AUDIENCES; VIEWERS MAY NOT BE APPROPRIATE TO THE MESSAGE OF THE ADVERT, THE ADVERTISER STILL PAYS FOR THE WHOLE AUDIENCE.	THINK! DRINK DRIVING CAMPAIGN (LINK) THE CPS CAMPAIGN AGAINST HATE CRIME (LINK)
Print Media (Posters, leaflets)	THESE ARE WRITTEN MESSAGES IN VARIOUS FORMATS.	THERE ARE A NUMBER OF ADVANTAGES TO LEAFLET TO AND POSTERS. FIRST, THEY ARE CHEAP TO PRODUCE AND DISTRIBUTE, ESPECIALLY FOR SMALL LOCAL CAMPAIGNS. A COMPUTER CAN BE USED TO DESIGN THE PRINTED MATERIALS AND DISTRIBUTION COSTS ARE MINIMAL; VOLUNTEERS CAN BE USED TO DISTRIBUTE LEAFLETS AND POSTERS CAN BE INSTALLED IN INEXPENSIVE LOCATIONS SUCH AS COLLEGE CANTEENS, STAFF ROOMS OR LIBRARY NOTICE BOARDS. ANOTHER ADVANTAGE OF PRINT MEDIA IS THAT THEY CAN GET OVER COMPLEX INFORMATION, HELPLINES, E-MAIL AND SOCIAL MEDIA CAN BE INCLUDED AT NO EXTRA COST. THIS IS INFORMATION THAT IS DIFFICULT TO GET OVER IN TV OR RADIO ADVERTS AS EXTRA WORDS COST MONEY.	THERE ARE SOME DISADVANTAGES TO PRINT MEDIA CAMPAIGNS, FIRST THEY MUST BE OF A HIGH QUALITY TO HAVE AN IMPACT. THEY CAN BE PRODUCED CHEAPLY ON A COMPUTER BUT OFTEN THEY LOOK AMATEURISH AND ARE QUICKLY DISCARDED. ANOTHER LIMITATION OF PRINT-BASED INFORMATION IS THAT IT MUSE WORK FIRST TIME. A LEAFLET IS NOT LIKELY TO BE PICKED UP MORE THAN ONCE SO IT'S MESSAGE MUST BE EFFECTIVE, THIS IS AN AREA WHERE TV/RADIO HAS A BIG ADVANTAGE, ADVERTS CAN BE REPEATED, AND REPETITION HAS BEEN SHOWN TO MAKE ADVERTS FAR MORE EFFECTIVE. TV/RADIO ADVERTS CAN BE TWEAKED SO THAT THE MESSAGE CHANGES OVER TIME, THIS HELPS TO CREATE A SENSE OF NOVELTY AROUND A CAMPAIGN.	SEXUAL HARASSMENT CAMPAIGN AND 'STAND UP AGAINST HATE CRIME' - BOTH BY TFL (TRANSPORT FOR LONDON) (LINK AND LINK)
Social Media	SOCIAL MEDIA	THE PRIMARY ADVANTAGE OF SOCIAL MEDIA IS A VERY LARGE AUDIENCE, FOR EXAMPLE FACEBOOK HAS A WORLD-WIDE 'REACH' OF OVER 2.91 MILLION PEOPLE, OTHER PLATFORMS FOR EXAMPLE TWITTER, SNAPCHAT AND INSTAGRAM HAVE SIMILARLY LARGE AUDIENCE. A FURTHER ADVANTAGE IS THAT THE CAMPAIGNS CAN BE VERY TARGETED. FOR EXAMPLE, CAMPAIGNS AIMED AT YOUNG PEOPLE MIGHT USE PLATFORMS OR SUCH AS 'INSTAGRAM' AND SNAPCHAT WHEREAS	A DISADVANTAGE OF SOCIAL MEDIA CAMPAIGNS IS THAT CAMPAIGNS CAN BE DIFFICULT TO PROMOTE THROUGH SOCIAL MEDIA, CAMPAIGNS MAY BE LIMITED TO THE ORGANISERS CONTACTS AND MAY NOT 'TAKE OFF' AND REACH A WIDER AUDIENCE. IF THIS HAPPENS THE CAMPAIGN MAY HAVE TO PAY FOR ADVERTISING OR USE INFLUENCERS IN ORDER TO PUBLICISE THEIR CAMPAIGN. ANOTHER PROBLEM IS THAT IT IS IMPORTANT	BLACK LIVES MATTER/ME TOO (LINK AND LINK)

		<p>FOR AN OLDER DEMOGRAPHIC, FACEBOOK MIGHT BE FIRST CHOICE. THE OTHER MAJOR ADVANTAGE IS THAT IT CAN BE EXTREMELY COST EFFECTIVE, ONCE A CAMPAIGN HAS GONE 'VIRAL' IT IS ESSENTIALLY FREE, SOME OF THE MOST EFFECTIVE SOCIAL MEDIA CAMPAIGNS HAVE STARTED IN THIS WAY INCLUDING THE 'ME TOO' AND BLACK LIVES MATTER CAMPAIGNS.</p>	<p>NOT TO CONFUSE 'REACH' WITH 'ENGAGEMENT' MANY 'USERS' OF SOCIAL MEDIA PLATFORMS NEVER ACTIVELY ENGAGE WITH THE PLATFORMS AND ARE ESSENTIALLY 'ZOMBIE' USERS.</p>	
Documentaries		<p>MAKING A DOCUMENTARY IS A VERY POWERFUL TOOL FOR HIGHLIGHTING THE ISSUES IN A CAMPAIGN. THE FILMMAKER CAN PRESENT COMPLEX ISSUES IN DEPTH, AND THEY CAN USE WITNESSES AND EXPERTS IN A VISUALLY APPEALING AND IMPACTFUL WAY. DOCUMENTARIES CAN BE EDUCATIONAL BUT ALSO ENTERTAINING, THEY CAN BRING GRAB THE ATTENTION OF PEOPLE THAT MIGHT NOT NORMALLY BE INTERESTED IN THAT ISSUE. ANOTHER ADVANTAGE IS THAT THE DOCUMENTARY CAN BE PROMOTED IN THE MEDIA (TRADITIONAL AND SOCIAL MEDIA) AND EVEN PICKED UP BY MAJOR BROADCASTERS SUCH AS NETFLIX WHICH REALLY HELPS IT TO REACH A WIDE AUDIENCE. A MORE RECENT DEVELOPMENT IS THE GROWTH OF SPOKEN WORD DOCUMENTARIES NORMALLY DISTRIBUTED AS THE MISCARRIAGES OF JUSTICE PODCAST ON SPOTIFY</p>	<p>WHILE POWERFUL THERE ARE A NUMBER OF DISADVANTAGES OF DOCUMENTARY, THE FIRST IS COST. SKILLED DOCUMENTARY MAKERS CAN COME AT HIGH COST AND SLICK WELL-PRODUCED FILMS HAVE VERY HIGH PRODUCTION COSTS. IN GENERAL DOCUMENTARIES ARE FOR WELL-FUNDED CAMPAIGNS. DOCUMENTARIES DISTRIBUTED AS PODCASTS GENERALLY AVOID MANY OF THE PROBLEMS OF DOCUMENTARIES ASSOCIATED WITH FILM/VIDEO BEING MUCH CHEAPER TO PRODUCE BUT STILL VERY INFORMATIVE.</p>	<p>THE THIN BLUE LINE (LINK)</p> <p>BOWLING FOR COLUMBINE – (LINK)</p> <p>MISCARRIAGES OF JUSTICE PODCAST: SPOTIFY – (LINK)</p>
Events		<p>EVENTS ARE A GREAT WAY TO PUBLICISE A CAMPAIGN, THEY CREATE A SENSE OF EXCITEMENT AROUND AN ISSUE, GET PEOPLE TALKING AND FEELING PART OF SOMETHING. PEOPLE MAY COME TO THE EVENT FOR OTHER REASONS SUCH AS WANTING TO SEE A BAND OR DANCE, BUT THIS GIVES THE ORGANISERS A CHANCE TO GET THEIR MESSAGE OVER. EVENTS CAN BE SMALL SCALE SUCH AS A SUMMER FETE AT A LOCAL COLLEGE OR GLOBAL SUCH AS THE LIVE AID EVENT IN 1985 WHICH ATTRACTED A GLOBAL AUDIENCE OF 72,000 (LONDON), 84,000 (PHILADELPHIA) AND 1.9 BILLION PEOPLE ON TV IN OVER 150 NATIONS. EVENTS HAVE MANY FUNCTIONS BUT ARE PARTICULARLY GOOD AT RAISING AWARENESS AND MONEY.</p>	<p>THE MAIN DISADVANTAGE OF EVENTS IS THAT THEY CAN BE COMPLEX AND COSTLY TO ORGANISE. IF THE ORGANISERS GET IT WRONG AND NOT ENOUGH PEOPLE ATTEND, THEN AN EVENT CAN END UP LOSING MONEY FOR THE CAMPAIGN. ANOTHER PROBLEM IS THAT PEOPLE MAY NOT BE THAT INTERESTED IN THE ISSUE AND ARE SIMPLY ATTENDING FOR ENTERTAINMENT OR SOMETHING TO DO.</p>	<p>SARAH EVERARD VIGIL – (LINK)</p> <p>LIVE AID – (LINK)</p>