

SAMPLE LESSON PLAN

LESSON 1: INTRODUCTION

- ★ Review some topical media issues connected with HIV and AIDS (go to <http://www.awareuk.info> for links to current issues)
- ★ Exploring the role of charities in communicating issues to the media (go to the Case Studies section to find out more)
- ★ Discuss audiences and the need to evaluate audience feedback

Homework or Group work: Investigating the Case Studies

- ★ Review and compare the media products described in the case studies online prior to the lesson
- ★ Print out the HIV and AIDS facts
- ★ Analyse some of the key issues

LESSON 2: WORKING ON THE CASE STUDIES

A practical session to prepare an analysis of one of the Case Studies provided online

- ★ Groups select a media product to use in their campaign
- ★ They carry out market research and audience evaluation to inform their thinking
- ★ They prepare creative and campaign proposals
- ★ They work as a team to turn these into a 'pitch' to Crusaid
- ★ You send off the proposals to Crusaid using the supplied entry form

Homework or Group work:

- ★ Preparation of production pieces and online investigation

LESSON 3: MEDIA EVALUATION

- ★ Peer-peer review of the media pieces produced in Lesson 2
- ★ Summary of key points