

## Creative Messaging

Rural roads hold unique hazards for those riding in and driving vehicles. The messages of safety are important to all those using rural roads.

### ACTIVITY

Creation of Audio/visual safe rural road message

Targeted age: Middle school through high school

Learning Objective: Students will demonstrate an aspect of rural road safety by producing an audio and/or visual representation about a key concept of staying safe while on rural roads.

Concept: There are many unique aspects of using rural roads safely. Mass media plays a major role in letting people know about these specific hazards. Hazards such as driving on gravel, distractions, sharing the road with slow moving vehicles, and wildlife on roads are just a few of the topics that could be addressed. Videos made for use on You-Tube, posters made for posting in local businesses, articles written for local papers, and PSAs written and read at local radio stations make an impact on the public's recognition of the situation.

Give an overview about using rural roads safely. The enclosed PowerPoint presentation can be used by an FFA instructor, a local law enforcement official, or a student as a basis for the presentation. Additional resources can supplement the information. Have students identify the unique aspects of driving on rural roads.

As individuals or groups, choose a rural road topic (gravel, SMVs, hills, distractions, etc.) to highlight within your project. Determine the medium (artwork, audio, visual, audio/visual, written essay, etc.) to convey the safety messages related to the topic. In most cases an outside agency will be needed to finalize distribution of the product. If you're producing a video, check out You-Tube's restrictions. If you're writing a PSA, contact the local radio station to ask if you can read the message on air. If you're writing an essay, contact your school or the newspaper office to see if they will run it. If you're producing artwork, check to see if there are art fairs where it might fit.

Questions to Ponder:

- ▶ What makes a good media campaign?
- ▶ What considerations do you need to take into account when determining topic and your correct audience? (What age group is most at risk of this issue, are there gender differences, what media reaches this audience best, etc.)
- ▶ What are ways to increase getting your message to your intended audience?

