



TERRY FOX Lesson Plan

Sharing his story with your students

Lesson: Terry Fox Media Campaign

Learning Goal: Students will be able to create media texts that capture the attention of an intended audience. They will be more knowledgeable about cancer, Terry Fox and creating change. Students will be able to effectively analyze their work and progress on a particular task.

Materials/Media:

- Appendix A: Marathon of Hope: Then and Now Venn Diagram
- Appendix B: Elements of a Successful Media Campaign
- Appendix C: Media Campaign Outline Media Marketing Metacognition
- Appendix D: Media Campaign Assessment Rubric
- Video: "I Had a Dream" ([click here](#))
- Chart paper
- Markers

Instructions:

1. Show "I Had a Dream Video." During the video, have students jot down how things have changed since 1980 (ie. cars, TVs, radio, clothes, etc) and what has stayed somewhat the same using Appendix A: Marathon of Hope, Then and Now Venn Diagram provided. After the video, discuss the changes they recorded on their sheet. As a group, brainstorm how raising money during the Marathon of Hope today is easier than it was back then. Lead students into a discussion about how media has evolved due to the internet, social media and other improvements in technology.
2. As a class, brainstorm the ways in which we would promote the run now, i.e.; TV, Radio, internet, podcasts, social media, blogs, posters, magazines, newspaper, email, texting, apps, Skype, public service announcements (PSA), commercials, YouTube videos, etc... Discuss how advertising and marketing play a major role in what we choose to buy, like, support, or endorse.
3. Discuss with students different elements that are important to consider when creating an advertisement campaign: Target audience, Unique Concept, Strong Content, Creative Design, Appropriate Voice. Break students into smaller groups and have them discuss why these elements are important and give examples from current media campaigns that support their answers. Have each group present their ideas and discuss their findings, recording their ideas under each element on Appendix B: Elements of a Successful Media Campaign sheet. Use these ideas as your expectations for their final assignment.
4. Distribute Appendix C: Media Campaign Outline sheet and discuss expectations for this assignment using Appendix D: Media Campaign Rubric. Students are to create (individually or in groups) and present an effective advertising campaign for The Terry Fox Foundation that either promotes their community/school event, Terry's story or increases peoples' awareness about cancer. They may select one or several of the types of advertising discussed in class

Extension: Encourage students to look at other marketing campaigns with a direct focus on the five elements discussed in this lesson. Students could assess these campaigns and present why they might be successful or how they could be improved to be more successful.

Assessment: Using Appendix D: Media Campaign Rubric provided, students will be assessed on their final products and the ability to reflect on the assignment. Remember to collect the “Media Campaign Outline” and “Media Marketing Metacognition” organizers along with their final product for assessment.

Curriculum Expectations:

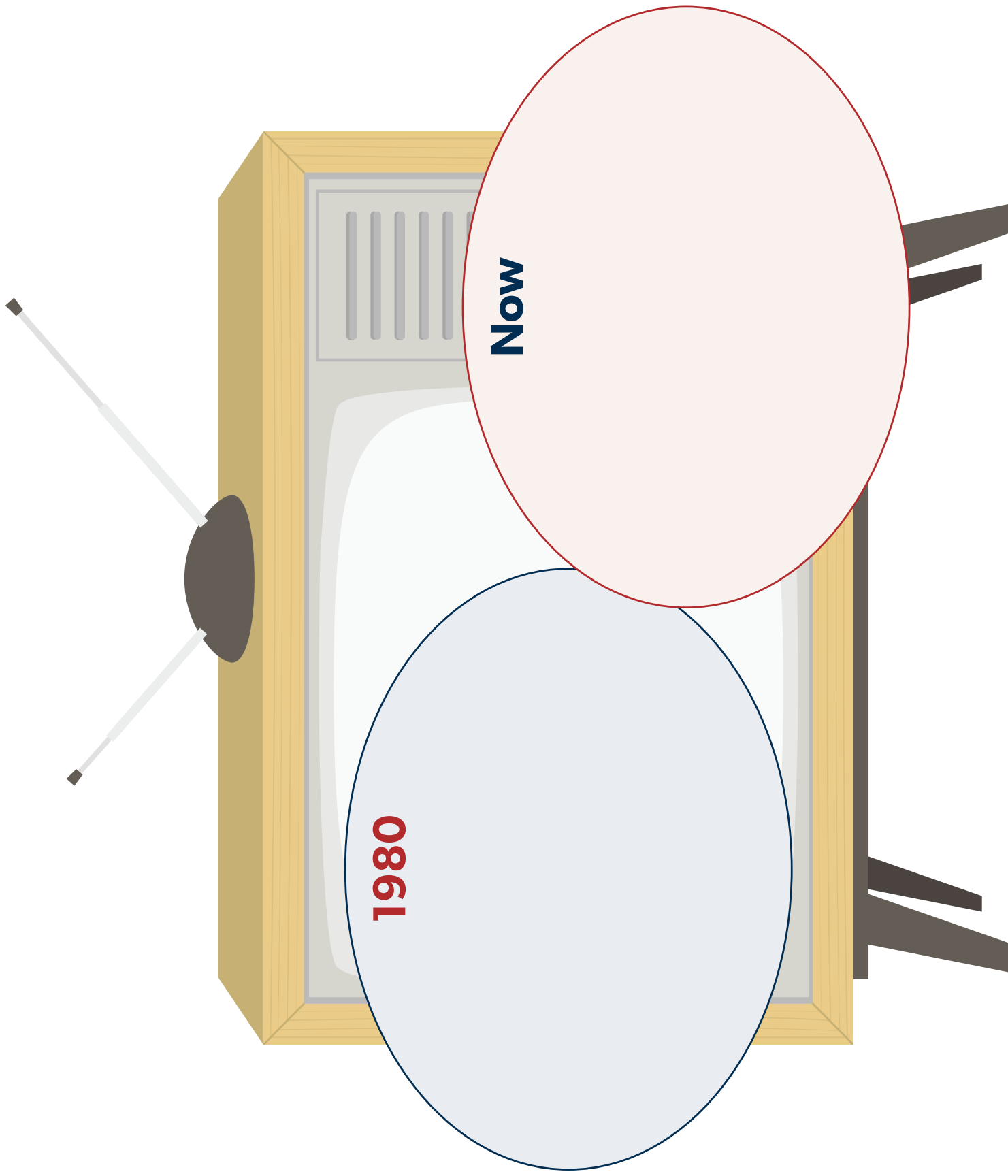
Producing Media Texts 3.4

- Generate, gather, and organize ideas and information to write for an intended purpose and audience.

Metacognition 4.1

- Identify what strategies they found most helpful in making sense of and creating media texts, and explain how these and other strategies can help them improve as media viewers/listeners/producers.

Appendix A: Marathon of Hope: Then and Now Venn Diagram



Appendix B: Elements of a Successful Media Campaign

Let's break down each of these elements so you can effectively incorporate them into your media campaign. Remember to use this sheet as it will be the criteria used for your assessment.

**Target
Audience**

**Unique
Concept**

**Strong
Content**

**Creative
Design**

**Appropriate
Voice**

Appendix C: Media Campaign Outline Media Marketing Metacognition

Objective

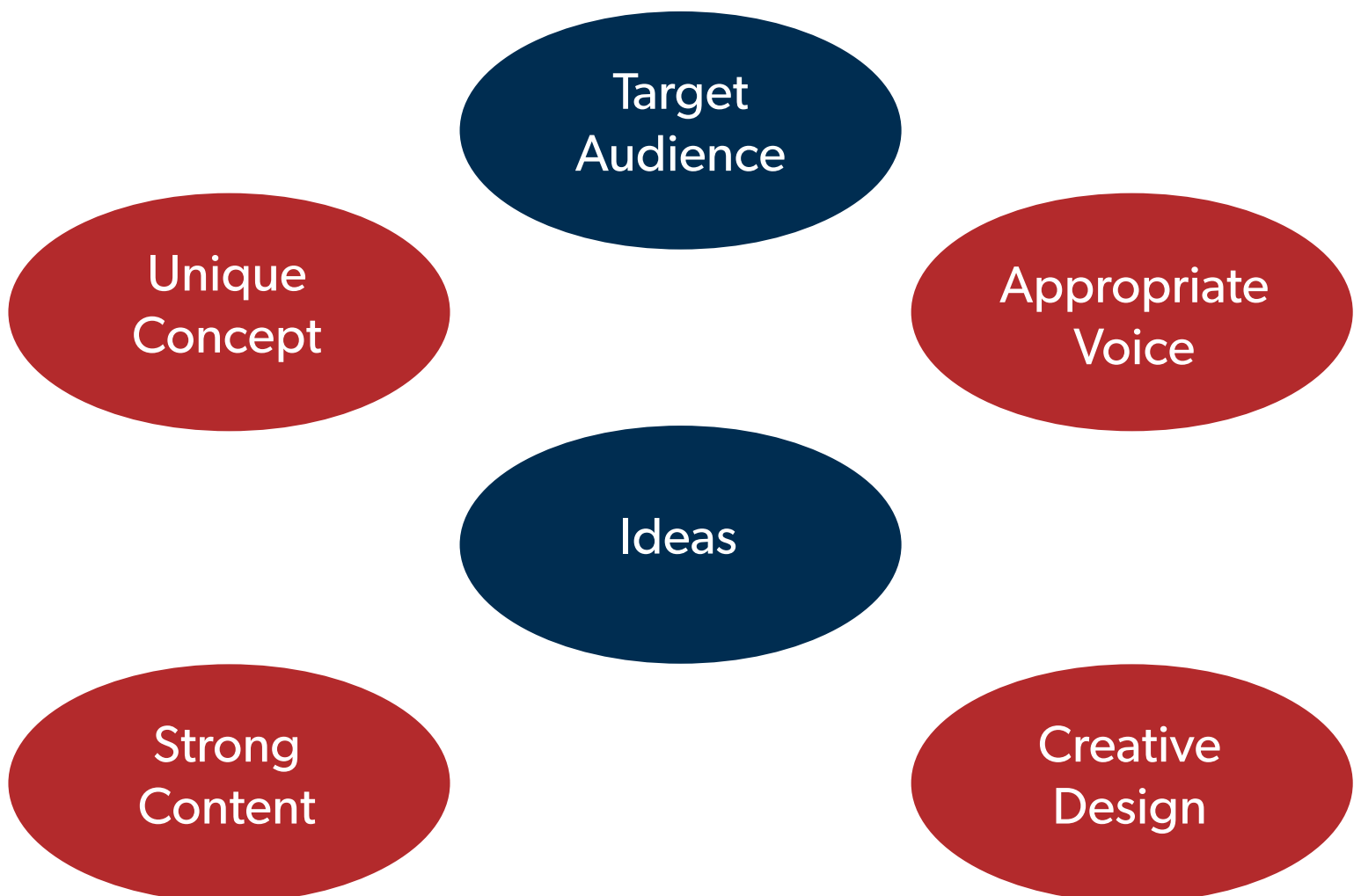
Create a media campaign that promotes one of the following:

- The Terry Fox School/Community Run
- Cancer Awareness
- The Terry Fox Story

Some Advertising Ideas

Newspaper article	Website
App idea	Poster
Magazine ad	Podcast
TV commercial	PSA
Radio commercial	Blog
YouTube video	Jingle/song

Brainstorming



Appendix C: Media Campaign Outline Media Marketing Metacognition

Metacognition is the analysis of one own thinking or learning process. It is always important to look back at your own accomplishments and determine what worked and what didn't work.

ELEMENT	For each of the following elements, explain your thinking. Describe the ideas behind your choices and explain if there is anything you might have changed, had you been given the opportunity.
Target Audience	
Unique Concept	
Strong Concept	
Creative Design	
Appropriate Voice	

Appendix D: Media Campaign Assessment Rubric

Criteria	Level 4	Level 3	Level 2	Level 1
<p>Producing Media Text</p> <p>Media Expectation 3.4</p>	<p>All the elements of a successful <i>Media Campaign</i> were extremely well thought out and executed with precision and detail.</p>	<p>Most of the elements of a successful <i>Media Campaign</i> were well thought out and executed with attention to detail.</p>	<p>Some of the elements of a successful <i>Media Campaign</i> were well thought out and executed with attention to detail.</p>	<p>Few of the elements of a successful <i>Media Campaign</i> were well thought out and executed with attention to detail.</p>
<p>Media Expectation 4.1</p>	<p><i>Media Marketing Metacognition</i> sheet demonstrated a strong reflection of the learning and thought process with regards to all the elements discussed in class.</p>	<p><i>Media Marketing Metacognition</i> sheet demonstrated a good reflection of the learning and thought process with regards to most of the elements discussed in class.</p>	<p><i>Media Marketing Metacognition</i> sheet demonstrated a satisfactory reflection of the learning and thought process with regards to the elements discussed in class.</p>	<p><i>Media Marketing Metacognition</i> sheet demonstrated a less than satisfactory reflection of the learning and thought process with regards to the elements discussed in class.</p>

Feedback

- _____ Need to focus more on a specific *Target Audience*.
- _____ Try to make ideas unique and unlike any other ideas out there.
- _____ Work on creating a more polished final product.

ELEMENTS

- Target Audience
- Unique Concept
- Strong Content
- Creative Design
- Appropriate Voice