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Exposure to Media Alternatives

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EXPOSURE TO MEDIA ALTERNATIVES

Summary by

Jack Burke^{1/}

Media use should not be a half way activity done after everything else on your mind is taken care of. The key word is commitment--if you are not ready to give proper preparation which includes understand what each (newspaper, radio, TV, etc.) does best, then don't do anything. There is at least a certain minimum quality standard that must be met--anything less and media exposure can hurt you and your program rather than help you. Seek help. Then select the media to fit your time, money and inclination. Example: Even if you don't buy time--television properly done may cost much more in props, time and travel than any of the others.

Many of the visual materials presented have a large price tag--especially motion pictures and video cassettes. Motion pictures in production of materials; and cassettes in equipment investment.

I urge consideration of cooperative production on those topics that have general agreement on content and universal need. A content compromise, as long as one has some input, is reasonable when one considers costs such as \$15,000 - \$40,000 for 30-minute film production versus \$100 - \$150 for a print of that production. Details of local programs can then be provided with inexpensive handouts, slide sets, etc.

Video cassettes hold a great promise for the future in fast, individualized, specialized response to situations and educational needs. It is worth looking into but may be a ways away for most. Assuming someone else has produced the original tapes, the minimum expense is for a playback unit such as JVC 5000, \$995.00 and any standard color TV set, \$450.00.

We all have a need to explain our programs to special groups and the general public. If you accept that, then accept that its a necessity to do it well as an integral part of our program and not an afterthought.

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