

EXERCISE

3.4

# Multimedia Product Plan

During Exercise 2.1, you wrote a short story about an individual or family affected by your advocacy issue. Review that story and revise if desired. Once you are happy with your story, develop a plan to turn it into a multimedia product. Thinking about who you want to reach and what you want them to do after reviewing your product, answer the questions below.

1. What multimedia elements will you use to tell this story? Photos, graphics, video, or audio? (You may only need one, or you may want to include a combination of different elements).
2. Will you create these multimedia elements yourself, or purchase/download them from other sources?
3. What equipment or software will you need to acquire to develop this multimedia product?
4. What language(s) will you use for this product? Will you need translation services?
5. What additional products will you develop to accompany/supplement this one? (Examples include slide presentations, policy briefs, and websites.)
6. What feeling or tone will your multimedia product have? Will it be authoritative, funny, emotional, or something else?

