



Media Message Examples

Below are five media message examples for you to review and compare. Click on the links provided to access each example. You will need to view the media messages and explore the sites and information surrounding them to gather the required information. You may find that some of the information may not be available for each example: You will need to reference this missing information in your summary and consider how that lack of information will impact your ranking.

Note: If this project would be appropriate for a company you work for, you may choose a topic that is applicable to your company instead of the one provided in this scenario. If you choose a different topic, you must still review and compare five examples of media messages, including a blog, a radio broadcast, a social media post (on Twitter), a newspaper article, and a television broadcast. You will have to create a Microsoft Word document containing the links and appropriate citations for your examples, and submit it along with your brief.

1. **Blog:** [Interview: Mayor Jackie Biskupski of Salt Lake City, Utah](#)

This interview from the Moms Clean Air Force website focuses on the commitment that Salt Lake City has made to addressing environmental issues within its communities.

2. **Radio:** [Urban Life Isn't A Walk In The Park](#)

In this segment from Science Friday, a weekly NPR radio broadcast, the participants discuss the how air pollution can impact individuals exercising or participating in physical activities in urban areas. A transcript of the broadcast is available at the bottom of the page.

3. **Twitter:** [Clean Air Campaign](#)

This tweet from the Clean Air Campaign provides information on sources of particle pollution, which contributes to smog. The image shows hazy skies and smoke coming from a factory's smokestack.

4. **Newspaper:** [Report: U.S. air pollution worst in 25 years as new environmental regulations finalized](#)

The USA Today article reports that the U.S. is experiencing its worst spike in toxic particle pollution in 25 years, according to a new American Lung Association report, largely driven by climate change.

5. **Television:** [Wildfires in Western States are Disrupting Efforts to Curb Air Pollution](#)

This PBS News Hour broadcast explores the impact that smoke from the California wildfires is having on cities and populations all across the United States.