



Your multiplier activities to strengthen media literacy

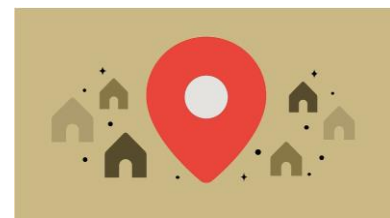
Step 1 | Your target group

<p>Who and how many people do you want to reach? What is the age of your target audience?</p>	<p>What needs and topics are of interest to your target group?</p>

Tip: Prioritise the needs of your target group (motivation).

Step 2 | Your goal

<p>What content do you want to convey? What should your target group be able to do afterwards? What should they say about your activities afterwards?</p>
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Tip: Set a clear and relevant goal for your target group.

Step 3 | Important questions

<p>What are your plans? Online/Offline? For how long? How often? When? Where?</p>	<p>Title for your activities</p>

Tip: Start small. Make sure that what you plan to do is feasible.



Step 4 | Details for your activities

1. Which of your media products will you show or create?

2. What else do you do? How do you deliver your content?

3. What should your target group? How do you involve and motivate your participants?

4. What do you need to implement it?

Step 5 | Create a multimedia presentation

Create a multimedia presentation to showcase your idea. Think about how you want to do this. It's important that your audience clearly understands what exactly you are planning and what you aim to achieve.



Start	Middle	End
<ul style="list-style-type: none">• What is the name of your activity? What is your name?• What is the problem you want to address?	<ul style="list-style-type: none">• Who exactly is your target audience?• What should your target audience learn?• What are your plans? Which media products will you use? How will you involve your target audience?• What do you need for this?	<ul style="list-style-type: none">• What should your target group say about your activity afterwards?



Template Media makers

#	Group members	Presentation / Quiz
#1		
#2		
#3		
#4		
#5		
#6		