

3. MASS COM - Mass Communication Messages

This section of the notebook contains a variety of mass communication messages. Each item has its own set of “Tips” for using the materials. In addition, most items have a table of contents that lists the materials contained within that set of materials.

The mass communication materials contained in this section of the notebook occur in the order in which they are listed below. The last item in the list is a set of guidelines for the design of effective mass communication messages.

Mass Communication Item Name	Abbreviation	Comment
Public Service Announcements	PSAs	100, 30-second PSAs for radio broadcast and for use in newsletters and newspapers
Mailing, Billing, and Check Stuffers	MBCS	15 short graphic and text messages for use as envelope stuffers or countertop handouts
Posters for Public Display	PPD	A series of 24, 8.5 x 11 inch posters that present facts about Kentucky tractor overturn deaths and their prevention
How to Get a ROPS and Seat Belt on Your Tractor	HGR	An 8-panel pocket flyer that explains how to get a ROPS for a tractor. A few panels must be changed to list the names, addresses, and telephone numbers of local farm equipment dealers.
News Articles	NEWS	A series of 21 news articles about tractor overturn injuries and deaths and the effectiveness of ROPS in preventing injuries during tractor overturns.
How to Develop Effective Mass Communication Messages	DMCM	14 practical message design principles are described in simple language. These principles, derived from mass communication effectiveness research, were used in the design of the messages included in this notebook.