

Media Challenge



Fancy yourself as a budding journalist or a roving reporter?
From TV and film to newspapers and social media, we're exploring it all. From job opportunities to marketing magic, get ready for the Media Challenge!

For even more programme ideas check out our 'Media' board over on
www.Pinterest.com/PawprintFamily

#AdventureForAll
www.PawprintFamily.com

Meet the FAMILY

Hi there! We're Charlotte & Jamie, the husband and wife team behind the Pawprint Family and we believe in #AdventureForAll.

It's our mission to help leaders, teachers and parents save time by providing ideas and opportunities to help them deliver everyday adventure and skills for life. We do this through our family of brands; find out more below and head to the website for your next adventure!



PAWPRINT BADGES

Pawprint Badges provides thousands of free activity ideas and resources to help leaders, teachers and parents deliver fun and adventure.

Every activity helps you share skills for life and is linked to one of our pawesome embroidered badges. Build your collection and celebrate adventures, new skills and knowledge gained.

PAWPRINT TRAILS

Pawprint Trails are treasure-hunt style walks around locations in the UK. Solve puzzles, track down the answers and explore everything our great country has to offer.

From historical sights to popular culture discover something new or rediscover a love for where you live then collect the badge to remember your adventures!

Whether you're looking for the perfect addition to your next family holiday or a few hours of fun with friends; each trail can be completed in a few hours or extended with our activity suggestions in to a weekend or a week's worth of fun!

PAWPRINT TALES

Pawprint Tales are fully illustrated stories that can be enjoyed by the whole family. Join Alfie (our fox-red Labrador) on his adventures around the UK – solving puzzles, turning detective and making new friends. With twists and turns, every tale is an opportunity to discover new places, people and history without needing to leave the comfort of your own home.

Enjoy Pawprint Tales alongside your Pawprint Trails or as a standalone adventure!

PAWPRINT TRUST

Every brand in the Pawprint Family supports the Pawprint Trust with a percentage of profits from every sale providing grants to young people. We're passionate about enabling young people to access life changing adventures.

Share your adventures and join us over on our social channels for even more adventures and a nosy behind the scenes at Pawprint HQ!



@pawprintfamily



@pawprint_family







PAWPRINT BADGES

You can view the extended terms of use on our website
www.pawprintfamily.com/terms-conditions







Craft

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-  Collage a magazine cover. Take a look at some examples and see how publishers hook you in to buy!
-  Create a story board for a TV ad or programme. What story are you trying to tell? How can you get your message across in a short amount of time?
-  Design a character for a new kids TV show.
-  Fold a book, magazine, newspaper or comic to make a sculpture.
-  Make your own book, folded or stitched.
-  Build a radio tower from newspaper.

Here's an idea!

Use media to create media! Using newspaper, magazines, books or comics, test your engineering skills and build a TV, radio, film camera or computer!

-  Create a camera from junk. For little adventurers it doesn't have to work, you can have fun with role play. For bigger adventurers, why not have a go at making a pinhole camera?
-  Print your own 'headline' style greeting card or wall art. What are you announcing? Have you got a great photo to go with your headline?
-  Use film reel or tape from video cassettes to craft with.
-  Up-cycle or reuse old VHS or cassette tapes. Check out our Pinterest board for some ideas!

What?



VHS (short for Video Home System) allowed consumers to take control of their TV watching in the 1970s and 80s. Before then video recording was only available in television studios. Home recorders gave people the power to record TV programmes and watch them on repeat or at more convenient times.

-  Write your own comic strip using our free resources.
-  Create and edit your own video using an app or computer software. There are plenty of free options available for mobile devices, have a go!
-  Watch and make your own Blue Peter make. Crafts have been a staple of the BBC show since it started in 1958.










Food

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-  Bake your own mix-tape biscuits or records and decorate with your favourite song titles or create your own playlist titles.
-  Cook up your own TV treats and pretend to film a TV cooking show.




Here's an Idea!

Why not film your show and edit the clips to create your own film for your Craft challenge? Two activities in one go...We love it!

-  Host your own Bake Off and award some Star Baker badges! This is a great activity for groups where you can compete individually or in teams to be crowned Bake Off champion!
-  Ready, Steady, Cook! Whether you're team red tomatoes or routing for the green peppers, get ready for a cook-off.
-  Write a recipe and get together with friends/family to create a recipe book.
-  Take a look at some of the tricks of the trade when it comes to food advertising. From glue on pizzas to washing up liquid in coffee, try some for yourself and get snapping some photos to create your own advert.
-  Make a piece of food content for social media. Check out the latest trends and have a go at creating a dish/drink for yourself. Why not share your efforts with us @pawprint_family on Instagram?
-  Check out some food adverts and see what marketing tactics companies employ to sell our favourite foods. What is the effect of these adverts, do you think companies should be held responsible for health issues or not?
-  Have a look at food styling for magazines and have a go!

What?




Often food for magazines is pictured against dark backgrounds to help the colours pop. Create your own backgrounds with pieces of wallpaper or tiles from the DIY store.

-  Make a recipe found in a food magazine, newspaper or TV.
-  Real or fake? Can you guess correctly when looking at pictures of illusion foods? Check out our Pinterest board for some images.
-  Radio game - can you guess the food from the sound it makes? Play along by blindfolding your 'contestants' and test their knowledge.





Games

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-  Have a newspaper or magazine scavenger hunt. How fast can you find a list of items? Race against each other in teams or time yourself.
-  Complete the song lyrics in this classic radio game show.
-  Name that tune and answer music trivia questions to see if you can become a PopMaster.








What?

Part of the Ken Bruce show on BBC Radio 2 since 1998, contestants compete for the chance to win a prize by answering music trivia questions with bonus questions for naming a piece of music after listening to a short snippet. The winning contestant goes on to play Three-In-Ten when they must name three UK Singles Chart hits for a particular artist or group. Why not extend your fun by having a go at Three-In-Ten yourself.

-  Have a go at a word search or Sudoku from a newspaper or magazine.
-  Play a game of newspaper toss.

How?

Try throwing screwed up balls of newspaper in to a bin. Sounds easy, huh? Extend the distance between you and the bin for each successful shot. Make it more challenging by introducing side winds generated by desk fans. How many successful shots can you make in one run?

-  Make a news reel and create a continuous loop from newspaper, big enough to hold your team. Use it like a tank track and race against opponents to complete a course. Check out our Pinterest board to see what we mean!
-  Invent your own TV style game show and play.
-  Create your own game for radio and play.
-  Use our trump cards resource to create cards for different jobs in the media industry. What's the salary? How many hours would you be expected to work? How else could you rate or compare the jobs against each other?
-  'Shop' online for a list of items. How cheaply can you find them? Can you beat your friends/family? Don't forget to account for postage too!
-  Play some Crystal Maze or Taskmaster style games.
-  How many different kinds of media can you name in 60 seconds?



Other

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-  Write an article on a topic of your choice and try to get it published in a magazine, newspaper or online.
-  Record a podcast or review one you've listened to recently.
-  Have a go at creating your own mobile app.
-  Write and record a radio show or take part in a live radio show or recording. Why not have a look and see if you've got a community radio station nearby?
-  Visit the Science and Media Museum in Bradford and check out how technology has changed over the years.
-  Host your own talent show.
-  Visit a local TV or radio station and see what it's like for real.
-  Visit a TV set or take part in a TV show. There are loads of ways to get featured on TV from entering competitions to putting yourself forward as a contestant. You could even try and get tickets for your favourite TV show.
-  Get featured in your local magazine, newspaper or blog.
-  Set up your own media outlet and have a go at self-publishing.
-  Speak to some people who work in the media, what kinds of jobs do they have and what it their work like? From Social Media Managers to Journalists and Runners, there are hundreds of jobs in the media, some of which you've probably never even heard of!
-  Discover what qualifications and experience you need to work in the media. Choose a job and find out the particulars involved.
-  Check out advertising methods. How can you tell when you're being sold to? Is all advertising obvious? Have a go at creating your own adverts using some of the methods you've discovered.
-  Listen to a podcast of your choice.
-  Watch and compare different types of TV programme, i.e. drama, documentary, soap, game show. How do the styles vary?
-  Check out some TV bloopers, everyone makes mistakes but when they're caught on camera they can be really funny!

Adventure Complete?

Reward your young adventurers with their Media Challenge badge to mark their achievements!

Head to the website to bag yours, download certificates and discover even more adventures!



Create a Keepsake!

Experienced adventure? Made memories? Then it's time to create a keepsake! Our Pawprint Family camp blankets are the perfect place to sew your badges and look back on them for years to come.



Personalise it!

Got your camp blanket? Then it's time to make it yours! Our alphabet badges are **big, bright and bold**...the perfect addition to your camp blanket, hoodies, bags and more. What will you personalise first?



Even More Rewards!

We're all about added value here at Pawprint Family. In addition to the 1000s of **free activity ideas** and resources you'll find **loyalty stickers** in every order and you can claim Children's University learning hours too!



Subscribe to the **Tribe News** for all the latest adventures direct to your inbox!

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