

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!



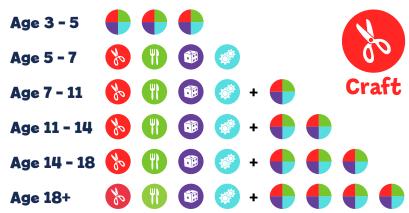


@pawprint family

HOW TO: Use Your Challenge Pack



This Challenge Pack has been divided in to 4 sections: Craft, Food, Games and Other. In order to help you provide a balanced and varied programme for your young adventurers we recommend that the following number of activities are completed by each age group:









Food Games

Leaders, Teachers & Parents

Award yourselves a badge for supporting your young adventurers in their activities!

TOP TIPS

- Adapt activities as necessary to meet your needs.
- Add your own activity ideas or develop them into projects.
- Use what you have; don't buy in lots of new materials/equipment.
- No need to send us evidence, responsible grown-ups decide when the badge has been earned.
- One challenge badge can take as long as you like; from a few hours to days or even a full term!

Terms of Use

By downloading or purchasing this resource you agree to our terms of use as outlined below. As a husband and wife team we work hard to keep all of our resources and activity ideas available free of charge; we can only do this with your help.

Please Do	You May Not
Use this resource with your young adventurers.	Redistribute or sell this resource in any way, shape or form.
Direct people to this resource online by sharing our website links.	Upload this resource to a website for download.
Tell your friends/family/colleagues about us!	Copy or modify any part of this resource to share with others either for free or for sale.
Share photos of you enjoying your adventures with us on social media.	Use any text, graphics, content or fonts without our written permission.

If you are unsure or have any questions about these terms of use please email info@pawprintfamily.com

Graft



- 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.

The Food





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!

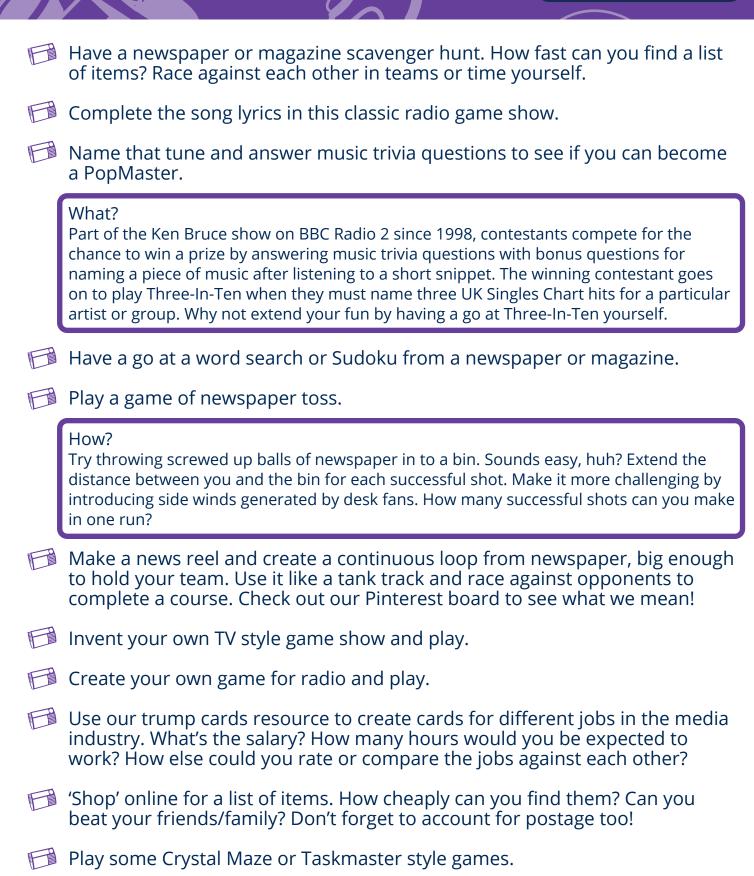
What?

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

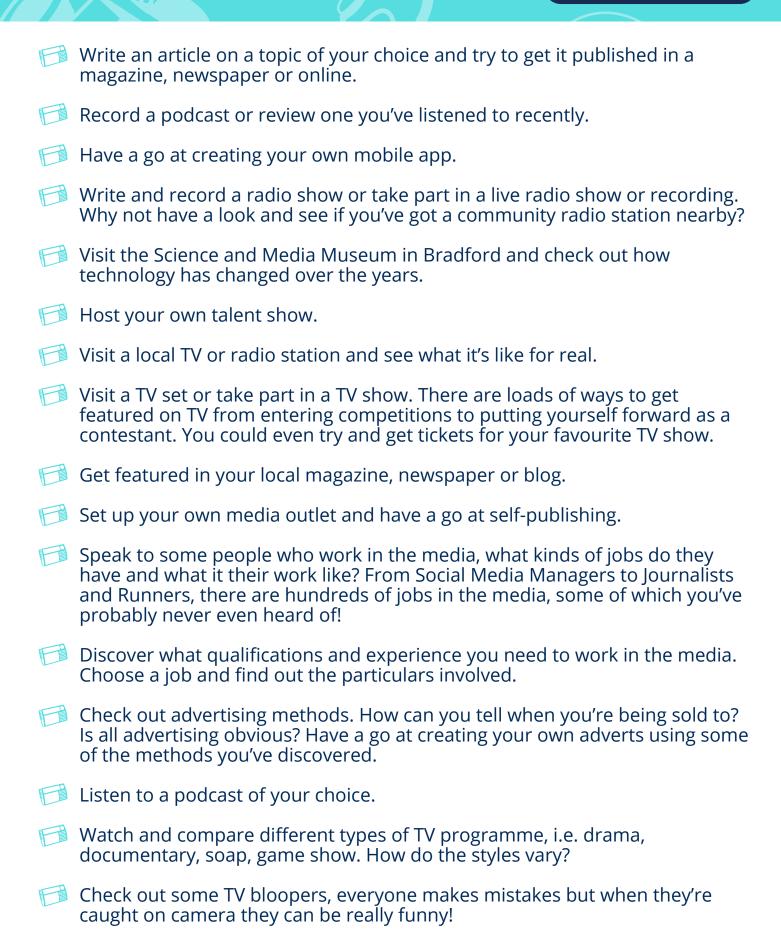




How many different kinds of media can you name in 60 seconds?

Other





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!

