MEDIA MAPPING
COMMUNITY MESSAGES

Observe the types of tobacco messages that exist in your community. Survey your community and look for examples of media messages that relate to tobacco use and write down the location, the message, who you believe the message is intended for, the "glam" code, and when possible snap a photo of the message.

Medium	Location	Message	**Target Audience/Why**	**Persuasion Technique**
Store Display	Jennings Sta Rd./ Hord	Pretty young woman at a party. "Newports-for the Sophisticated Smoker."	13-18 blk women. People in the ad are young black women.	Glamour and normalization