Five Factors

The media industry. NBE3U, Signal and Story, Lesson 3

Name: _____ Date: _____

Factor	What it means	Example from Indigenous media
Production		
Marketing		
Financing		
Distribution		
Legal and regulatory		

Which factor do you think matters most to a new filmmaker? Why?

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From Idea to Audience

Mapping. NBE3U, Signal and Story, Lesson 3

Name: _____ Date: _____

Stage	Our case: _____
Idea	
Money	
Making it	
Rules	
Reaching audiences	
Who might still miss it?	

How do access and media literacy affect whether this creator's work is seen?

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