



Questions for Classroom Discussion

The Fall Carnival

- **What must the organizers of a school carnival consider as they prepare for the big event?**
 - ⇒ Consider the main themes of the attraction (to celebrate the school, to possibly raise money, to have fun, etc.), and what can be offered to get people excited about those themes
 - ⇒ Consider the target audience—students, their families, and the school community—and what they might want to see (usually things that will entertain children... at a low price)
 - ⇒ Consider the logistical constraints such as cost, time, and location

- **What attractions are reasonable—and what attractions are NOT reasonable—for a Fall Carnival to have for its visitors?**
 - ⇒ Consider the main factors that determine a “good” attraction—cost, audience, safety, theme, labor, space, and so on
 - ⇒ Consider the “usual” attractions of a school carnival, such as inflatable bouncers, simple rides (often mini-versions of what you would see at a county fair), carnival games (such as ring toss), entertainment (such as karaoke), etc. — and why these are so common
 - ⇒ Consider attractions that may be impractical for a “school carnival”, such as roller coasters, loud concerts, water slides (remember, it’s during the Fall season), and so on

- **What is the target audience who would be interested in visiting a school carnival, and what is the best way to reach that audience?**
 - ⇒ Consider who will be most be interested in coming (students, their families, teachers, etc.), and why knowing that audience will determine the best way to advertise
 - ⇒ Consider possible forms of media to deliver your message: intercom announcements, brochures, flyers, phone calls, radio spots, etc.
 - ⇒ Consider the central message of your advertising campaign (i.e. *Why are we having a Fall Carnival?*), and how that should always be essential in your format choice and ad design