

Create An Emmy Ad (Lesson plan & activity)



Every year, the EMMY Awards (January 15, 2024 FOX TV NETWORK) honor television programs from the previous year. The people who vote for the awards are those involved in the television industry—those who create, produce and distribute those shows. (See a list of nomination shows/categories [here](#))

Every one of us watches TV and we probably have our favorites. Here is a chance for your students to create an 8 X 11 inch advertisement (primarily for use in magazines) that would be aimed at those Emmy voters. Choose your favorite software; give students background (below) and let them CREATE.

Elements of an Emmy advertisement:

1. Name of the TV show or series
2. Image of the cast or similar publicity still
3. Catch phrase [FOR YOUR CONSIDERATION](#)
4. Quote(s) from critics and the source of the quote
5. List of possible nominations & their categories
6. Logo of studio, broadcaster, or streamer
7. QR code or similar website directing voters to see more

Media literacy questions for your students to consider:

1. Who is the audience for your ad? Might there be more than one?
2. What is the purpose of your ad?

3. What eye-catching techniques (color, photo, etc.) will get their attention?
4. Where (what publication) will you plan to publish your ad?
5. What do you hope your audience will do after being exposed to the ad?

Examples of recent Emmy ads:



4 EMMY NOMINATIONS
INCLUDING
OUTSTANDING SCRIPTED VARIETY SERIES
"MUST-SEE SHOW"

OUTSTANDING SCRIPTED VARIETY SERIES
 "LAST WEEK TONIGHT WITH JOHN OLIVER"
 PAUL FENICINO

OUTSTANDING DIRECTING FOR A VARIETY SERIES
 "LAST WEEK TONIGHT WITH JOHN OLIVER"
 PAUL FENICINO

OUTSTANDING WRITING FOR A VARIETY SERIES
 "THESE DAYS"
 DANIEL O'BRIEN, OWEN MURDOCH,
 CHARLIE FOSTER, JACQUAN RUTHERFORD,
 SERA VALL, JOHN HIRSHFELD,
 ZEL HAFTWELL, TIM CARVILL,
 KIL BROWN, PIAN KUN, MARK KRAMER,
 SOPHIA MANN REED, JOHN GELBER,
 TAYLOR KAY PHILLIPS, CHRISSEY SHACKELFORD

OUTSTANDING PRODUCTION DESIGN FOR A VARIETY OR REALITY SERIES



HBO | FYC
LAST WEEK TONIGHT
WITH **JOHN OLIVER**

NOW STREAMING **max**

FOR YOUR CONSIDERATION
IN ALL CATEGORIES INCLUDING
OUTSTANDING COMEDY SERIES

"...A Pretty Perfect Comedy Series."
 BuzzFeed



CBS ORIGINAL
Ghosts
 Seeing is Believing

FYC | CBS STUDIOS