

Media selection

A media matrix is a table that shows which selection of media will be used to deliver your themes to each audience.

A. Choose the best media for the job

To make your media selection for interpretation delivery:

1. Create a separate media matrix for each audience, as shown below.
2. List each medium, such as a tour or brochure, separately in the left-hand column.
3. Now fill in the following template, using an X or a symbol such as • to denote which theme will be delivered by each medium.
4. Sometimes its useful to use footnotes if you need to add further explanation.

As you make your decisions, ask yourself “what’s the best medium to use in communicating this theme to this audience?”

AUDIENCE – (audience 1)

MEDIA	Theme 1	Theme 2	Theme 3	Theme 3
e.g. Audio podcast	X ¹		X	

¹ Relevant footnote

AUDIENCE – (audience 2)

MEDIA	Theme 1	Theme 2	Theme 3	Theme 3
e.g.				

AUDIENCE – (audience 1)

MEDIA	Theme 1	Theme 2	Theme 3	Theme 3
e.g.				

B. Review the selection

Now do a final check:

- On completion of the media matrices, review carefully to ensure you have a mix that meets the needs and learning styles of your audiences.
- Note separately any ideas that arise during the process that will help provide guidance to a graphic designer, artist, researcher or others who will be part of the development and delivery.
- If your primary focus is on providing a tour, you can use the media matrices to ensure that you equip guides with the right 'props' or tools to help deliver the themes. These may include historic or contemporary photos, objects, musical instruments, posters, equipment etc.

C. Remember the interpretation delivery 'mantra'!

When planning the delivery of Thematic Interpretation, remember the TORE™ model developed by Prof. Sam Ham.

The model has four principles for interpretation delivery. It says that good interpretation is:

- THEMATIC – designed around identified themes that are the key take-home messages you're wanting your visitors to 'get'.
- ORGANISED – make it easy for visitors to access. This includes keeping the main ideas to four or five (research shows that any more and we struggle to take them on board), and sequencing the content so ideas build on each other.
- RELEVANT – make it relevant to your visitors: their everyday lives, universal concepts (like relationships with loved ones, human ideals, survival matters, health and wellbeing) or their physical selves.
- ENJOYABLE – because you don't have a captive audience, like a teacher or university lecturer, you have to get their attention and keep it. It doesn't have to be entertaining as such but make sure that interpretation is presented in a way that is fun, absorbing, fresh and surprising. Any use of humour is always to get their attention so that you can make a point.

Knowing the TORE™ mantra really helps when you're planning interpretation delivery.