

# The right formula

Taking driving into the classroom

BMW Education

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The Ultimate  
Driving Machine

## Communications

## Worksheet 11b

### Road safety in the media

**Newspaper 1** \_\_\_\_\_

Type (national/local/specialist) \_\_\_\_\_

Page item(s) appeared (news, sport, features) \_\_\_\_\_

Number of photographs \_\_\_\_\_

Length of coverage (column centimetres) \_\_\_\_\_

Approximate % of facts \_\_\_\_\_ Approximate % of opinion \_\_\_\_\_

**Newspaper 2** \_\_\_\_\_

Type (national/local/specialist) \_\_\_\_\_

Page item(s) appeared (news, sport, features). \_\_\_\_\_

Number of photographs \_\_\_\_\_

Length of coverage (column centimetres) \_\_\_\_\_

Approximate % of facts \_\_\_\_\_ Approximate % of opinion \_\_\_\_\_

**Newspaper 3** \_\_\_\_\_

Type (national/local/specialist) \_\_\_\_\_

Page item(s) appeared (news, sport, features) \_\_\_\_\_

Number of photographs \_\_\_\_\_

Length of coverage (column centimetres) \_\_\_\_\_

Approximate % of facts \_\_\_\_\_ Approximate % of opinion \_\_\_\_\_

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### Newspaper 4 \_\_\_\_\_

Type (national/local/specialist) \_\_\_\_\_

Page item(s) appeared (news, sport, features) \_\_\_\_\_

Number of photographs \_\_\_\_\_

Length of coverage (column centimetres) \_\_\_\_\_

Approximate % of facts \_\_\_\_\_ Approximate % of opinion \_\_\_\_\_

### Newspaper 5 \_\_\_\_\_

Type (national/local/specialist) \_\_\_\_\_

Page item(s) appeared (news, sport, features) \_\_\_\_\_

Number of photographs \_\_\_\_\_

Length of coverage (column centimetres) \_\_\_\_\_

Approximate % of facts \_\_\_\_\_ Approximate % of opinion \_\_\_\_\_

### Newspaper 6 \_\_\_\_\_

Type (national/local/specialist) \_\_\_\_\_

Page item(s) appeared (news, sport, features) \_\_\_\_\_

Number of photographs \_\_\_\_\_

Length of coverage (column centimetres) \_\_\_\_\_

Approximate % of facts \_\_\_\_\_ Approximate % of opinion \_\_\_\_\_