

Big Idea Worksheet

Your name: Group B - Hendrik Pfeifer (hp024)

Name of the project: Chicago Crime Prevention Center

Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- The city council of Chicago.
- They decide based on a majority vote.

If you had to narrow that to a single person, who would that be?

- Ms. Lori Lightfoot, the mayor of the city Chicago.
- She is the most influential person and her voice counts the most.

What does your audience care about?

- They want to lower the crime rate of Chicago
- Prevent young people becoming criminals
- Limit drugs and alcohol consumption
- Making Chicago a safer place
- Making Chicago a family-friendly city

What action does your audience need to take?

- Agree to the proposal to build a youth work, drugs and alcohol prevention facility (called Crime Prevention Center). This should be done at the place where a large number of criminal cases happen.
- Therefore we need a building, furnishing and up to 10 mio dollars per year for employees, training programs and activities.

What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- Lower the crime rates
- Chicago will become a safer and more family-friendly city
- Teenagers and young adults with lower or no incomes get an perspective
- Prevent deaths from drug or alcohol abuse

What are the risks if they do not?

- Rising crime rates
- Increasing death to drugs and alcohol
- One of the highest unemployment rates in the US
- Chicago becomes more and more unattractive to families and new companies

Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

By approving and funding the new crime prevention center, the city of chicago will become a better place where crime is reduced and youth from poor backgrounds are offered the perspective of a better life.