

## Big Idea Worksheet

Your name: 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.