

the **BIG IDEA** worksheet

Complete worksheet using your

dataset you chose for the final

Project Name: Dallas Police Arrests

Who is your **AUDIENCE**?

1. List the primary groups or individuals to whom you’ll be communicating.
2. Public safety office
3. City manager
4. Judicial office of the city
5. If you had to narrow that to a single person, who would that be?
6. City Manager
7. What does your audience care about?
8. They care about movement of crimes happening in the city.
9. They want to know which areas in the city are highly prone.
10. Keeping the city more peace
11. Reducing the crime rate in and around the city
12. What action does your audience need to take?
13. They can take appropriate actions like city restrictions, police managements etc.
14. Law enforcement activities in the city
15. Public safety awareness programs and educating the people in the city with knowledgeable guidelines.

What is **AT STAKE**?

1. What are the benefits if your audience acts in the way you want?

There are many benefits in the city and for the people.

1. Lowering crime rate
2. Protection to the people
3. Peace keeping in the city
4. Improved happiness in the city
5. What are the risks if they do not?
6. Unsafe city
7. Many crimes
8. People loss faith
9. Law and order misplaced

Form your **BIG IDEA**

It should:

1. Articulate your point of view
2. Convey what’s at stake
3. Be a complete (and single) sentence

I wish showcase the problems in the city of Dallas to the city manager and visually represent the highly significant areas with higher crime rate and take appropriate actions to lower down crime rate and improved population happiness.