

CALL TO ACTION GRAPHIC ORGANIZER



Name: Date:

1. WHO WILL YOU SHARE YOUR MAGAZINE WITH?

Choose ONE target audience. They will read your magazine and your call to action.

Manager of a zoo, park, beach, concert venue, or sporting event	Manager of a local store, restaurant, or shopping mall	School and/or district administrator	Your Mayor, town council or other local government official(s)	Other community leader	Your family members	Other students at your school
↓	↓	↓	↓	↓	↓	↓
Location name: Baseball stadium		Contact person: Jane Doe		How many people in total? (estimate):		
Contact number: 555-463-1000		Other Contact info (email, address): fanfeedback@team.mlb.com				

2. HOW WILL YOU CONTACT THEM?

Choose two different methods for the initial contact and follow-up.

	Visit their office	Phone call	Mail	Email	Other
INITIAL CONTACT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FOLLOW-UP	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. WHICH PLASTIC WILL YOU TARGET?

Choose two different methods for the initial contact and follow-up.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Single-use plastic bags	Single-use plastic water bottles	Single-use polystyrene take-out containers	Plastic straws	Fishing nets	Other

4. DESCRIBE THE CURRENT BEHAVIOR

How does the target audience behave with the target plastic currently?

What are the pros and cons of this behavior?

Support your arguments with relevant sources:

Behavior:

The manager at the local baseball stadium allows single-use plastic water bottles to be sold by vendors. Some of these bottles are recycled, some are placed in the trash cans, and some wind up as litter.

Positive impacts: What benefits does your target audience gain from this behavior?

Bottled water is convenient for baseball fans. They do not have to carry their own cup or bottle, and they do not have to wash anything. It also makes money for the vendors who sell it and for the owners of the stadium.

Negative impacts: How does this behavior harm the environment, humans, and other organisms?

Littered plastic bottles can clog up storm drains and end up in waterways. Litter is expensive for local governments to clean up, and the presence of litter often leads to more littering. Ultimately, plastic litter makes its way to the ocean, where it can harm wildlife. When a bottle degrades into microplastic, it can enter the food web, causing sickness and death in animals that consume it, especially when it biomagnifies in apex predators including humans.

5. DESCRIBE THE DESIRED FUTURE BEHAVIOR

How should your target audience behave with the target plastic?

What are the pros and cons of this behavior?

Support your arguments with relevant sources:

Behavior:

The baseball stadium should stop selling single-use plastic bottles.

Positive impacts: How will this change benefit people and the environment?

Litter will decrease in the neighborhood, streets, waterways, and oceans. Stadium staff will have less litter to clean up. The stadium may save money on trash removal services. The stadium can make money if it were to sell reusable bottles branded with the team's logo.

Negative impacts: Why might people not want to make this change? What obstacles might you encounter?

Stadium managers may hesitate to make this change because they fear backlash from fans. Fans may lack a safe or accessible place to fill their reusable bottles. They may not trust the quality or taste of the water fountains in the stadium.