

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:				Contact person:		How many people in total? (estimate):
Contact number:				Other Contact info (email, address):		
.....					

2. HOW WILL YOU CONTACT THEM?

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



Visit their office



Phone call



Mail



Email

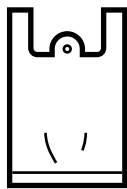


Other

INITIAL CONTACT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FOLLOW-UP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. WHICH PLASTIC WILL YOU TARGET?

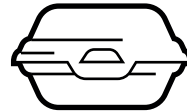
Choose two different methods for the initial contact and follow-up.



Single-use plastic bags



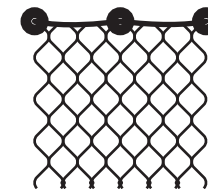
Single-use plastic water bottles



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:.....
.....
.....
.....

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

.....
.....
.....
.....
.....
.....
.....

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

.....
.....
.....
.....
.....
.....
.....

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:.....
.....
.....
.....

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

.....
.....
.....
.....
.....
.....
.....

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

.....
.....
.....
.....
.....
.....
.....