

The Community Message Mission

(Year 4 - Ages 9-10):

Lesson 2 of 9

Resource: Mission & Audience Cards

Instructions for Teacher: Cut out these cards and give one "Mission Brief" and one "Audience Card" to each group of "Communication Detectives."

MISSION SCENARIO BRIEF #1

YOUR MISSION:
Convince people to start a new school garden at lunchtime.

THE GOAL:
You need to get permission and find people who will help you do the digging and planting.

MISSION SCENARIO BRIEF #2

YOUR MISSION:
Convince people to help clean up the local park on a weekend.

THE GOAL:
You need to get lots of people to agree to give up their free time to pick up rubbish.

MISSION SCENARIO BRIEF #3

YOUR MISSION:
Convince people to hold a school bake sale to raise money for new library books.

THE GOAL:
You need to get people to agree to bake cakes and slices, and you need people to agree to buy them.

MISSION SCENARIO BRIEF #4

YOUR MISSION:
Convince people to start a new sports club after school (like soccer or basketball).

THE GOAL:
You need to find a teacher who will supervise the club and get other students to sign up to play.

MISSION SCENARIO BRIEF #5

YOUR MISSION:
Persuade the local council to build a new skate park somewhere in town.

THE GOAL:
You need to get the council to agree that a skate park is a good, safe idea for the community.

MISSION SCENARIO BRIEF #6

YOUR MISSION:
Organise a "School Sleepover" event in the library to raise money for a charity.

THE GOAL:
You need to get permission from the Principal AND get other students excited enough to sign up and raise money.



**AUDIENCE PROFILE CARD
#1**

YOUR AUDIENCE:
Your Classmates (Year 4)

**WHAT THEY CARE ABOUT
(Values):**

- Having fun and playing with friends.
- Things that are fair for everyone.
- Learning new things (if they are interesting).
- Not being bored

**AUDIENCE PROFILE CARD
#2**

YOUR AUDIENCE:
Your School Principal

**WHAT THEY CARE ABOUT
(Values):**

- Keeping all students safe.
- Following school rules.
- Making the school look good.
- Activities that help students learn.

**AUDIENCE PROFILE CARD
#3**

YOUR AUDIENCE:
Your Parents/Family

**WHAT THEY CARE ABOUT
(Values):**

- Making sure you are safe and happy.
- Helping you with your homework.
- Spending time together as a family.
- Knowing what is happening at school.

**AUDIENCE PROFILE CARD
#4**

YOUR AUDIENCE:
The School's P&C

**WHAT THEY CARE ABOUT
(Values):**

- Raising money for new school equipment.
- Helping the teachers.
- Building a strong and friendly school community.
- Making sure school events are well-organised.

**AUDIENCE PROFILE CARD
#5**

YOUR AUDIENCE:
Your Grandparents

**WHAT THEY CARE ABOUT
(Values):**

- Hearing your family's stories.
- Making sure you are safe and well-behaved.
- Helping the family.
- Being proud of your achievements.

**AUDIENCE PROFILE CARD
#6**

YOUR AUDIENCE:
The Local Town Council

**WHAT THEY CARE ABOUT
(Values):**

- Making the town a better place for everyone.
- Following rules and regulations.
- Projects that are safe for the community.
- Listening to what the community wants.

