

Module 1 Video Scene

[Title card appears: **Before You Write: Get to Know Your Audience and Identify Your Main Message.** 1950's string music plays.]

[An auditorium is full of people. On the stage, 3 characters are conferring. A fourth stands at a podium. Behind them a banner reads, "Urgent Public Safety Meeting."]

NARRATOR: Looks like this group is trying to help people understand the risks of the old abandoned Blurgletanium mine at the edge of town.

[Two children on a playground—a girl on a swing set and a boy on a slide. An abandoned mine glows ominously green in the background as rocks glow nearby.]

[Back in the auditorium. As the character at the podium speaks, a cloud of complex words forms around him. He produces unintelligible sounds.]

[An auditorium full of people stare with confused facial expressions. Thought bubbles with question marks begin to form above their heads. The individual thought bubbles merge into one large bubble above the heads of the entire audience. The larger bubble contains several question marks.]

[The character at the podium is surrounded by complicated words. The words fall to the floor with a crash. The character begins to sweat.]

[The audience stares with confused facial expressions.]

[The character attempts to speak again. Complicated words form around him and again fall to the floor.]

NARRATOR: Looks like this fellow can't connect with his audience. Too bad, because he's full of information these people want to know. But wait — look who's here!

[Close-up of the character's face, which now has a surprised expression.]

[Gary appears on stage from behind the curtain. He's smiling.]

NARRATOR: Why, it's Gary! Poster-document for clear communication principles!

[Close-up on Gary. A speech bubble pops up that says, “Here’s what you need to know about your safety!”]

[Shot of audience members, who are now smiling.]

[Three sets of clapping hands.]

[The four characters on stage jump up and down in excitement. Gary bows and waves as the audience looks on.]

NARRATOR: Wow, Gary sure knows how to speak their language! And before you write next, take some time to get to

[Title card reappears (speaking as word simultaneously appear on the screen): **Know Your Audience.** 1950s music starts to play again.]

Know
Your
Audience

[Fade to black]