



## Who do we need to influence?

This activity will help students determine their target audience for their animal welfare campaign.

- Split the class into groups of five.
- Give each student a different worksheet (1 to 5) with four blank 'Who am I?' speech bubbles on it, and one filled in.
- The students take it in turns to ask each other questions to establish who the four mystery people are and what they are concerned about.
- They then draw a line between the group on the right and the representative on the left, to show what groups they will have to influence when they run their campaign.

### Answers

#### Consumer

I am a receptionist in a big hotel and I shop around the corner from work – this is convenient as I do shift-work. I do care about what I buy, but I'm too busy to go to specialist shops.

#### Media

I am a reporter for a local newspaper with a wide readership. I am always on the look-out for good stories that the community will be interested in. You never know, the nationals may want my story too!

#### Supermarket

I am the manager at a large store and I am keen to make sure I stock products that my customers want and that keep costs down. I feed back consumer opinion to my superiors nationally.

#### Government

I am a local MP. I need to know what my constituents feel strongly about, so I can take it to parliament and question the Prime Minister!

#### Public opinion

I am a retired builder and my wife is a teaching assistant at the local school. We take an active interest in local and national politics. I will definitely support campaigns if I think they are justified.