Notice by Design

Analyze how a public notice shapes information for urgent use.

11.P.ST.2.c "Draw from knowledge of how authors consider context and audience to determine which information and ideas to highlight, which text design is most accessible, which word choices and language structures are most effective..."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB As you read, underline information that seems most urgent, circle features that make the notice easy to scan, and number two words or phrases that make the instructions feel urgent or clear.

Riverton Water Notice

1. RIVERTON WATER NOTICE, 7:10 A.M.: A water-main break lowered pressure in several blocks overnight. Until the Water Department says the supply is safe, use bottled or boiled water for drinking, making ice, brushing teeth, preparing food, and mixing infant formula. Boiling means bringing water to a rolling boil for one minute, then letting it cool. Do not rely on a refrigerator filter or a pitcher filter, because those filters may not remove germs. Check this notice again at noon.

2. WHAT TO DO NOW: 1. Fill clean containers with bottled or boiled water. 2. Keep tap water for flushing toilets and washing hands with soap. 3. If you made coffee, soup, or baby formula with tap water after midnight, throw it out and make it again with safe water. Cafes, day-care rooms, and apartment managers should post this notice where people can see it. Use bottled or boiled water until an official update lifts the advisory. Ask a neighbor who may not receive phone alerts before they use water.

3. WHY THIS MATTERS: Low pressure can let germs enter pipes through leaks or damaged connections. Most people will not be able to see, smell, or taste those germs, so clear water can still be unsafe. The short warning, "clear does not always mean clean," is repeated on printed signs and phone alerts. At 4:00 p.m., the department will post a map of the affected blocks and an update at Riverton.gov/water. Questions? Call 555-0148 between 8:00 a.m. and 6:00 p.m. Do not use tap water for drinking until the advisory ends.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is the most likely audience for this notice? Cite two details that reveal the author's audience.

2. Which information does the author place first, and why is that choice effective for the situation?

3. Identify two text-design choices that make the notice accessible. Explain how each choice helps a reader.

4. How does the repeated phrase "use bottled or boiled water" support the author's purpose? Include the effect of the warning, "clear does not always mean clean."

3 YOUR TURN

Your own words

Write a 90- to 120-word school closure notice for students and families after icy roads close school for one day. Use a heading, a time, three numbered action steps, and a repeated phrase or memorable line that emphasizes the most important safety message.

ANSWER KEY

Notice by Design

GRADE 11 · 11.P.ST.2.c

PART 1 · READ AND MARK

As you read, underline information that seems most urgent, circle features that make the notice easy to scan, and number two words or phrases that make the instructions feel urgent or clear. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is the most likely audience for this notice? Cite two details that reveal the author's audience.	**People in the affected Riverton blocks who use tap water, including households and local service sites. The notice mentions infant formula and directs cafes, day-care rooms, and apartment managers to post it.**
2	Which information does the author place first, and why is that choice effective for the situation?	**The notice begins with the time, the water-main break, and the immediate safe-water directions. In a possible contamination event, readers need to know quickly what they can and cannot use water for.**
3	Identify two text-design choices that make the notice accessible. Explain how each choice helps a reader.	**The all-capital section labels help readers locate key information quickly, and the numbered actions make the instructions easy to follow in order. The time stamps and contact information also help readers find updates and assistance.**
4	How does the repeated phrase "use bottled or boiled water" support the author's purpose? Include the effect of the warning, "clear does not always mean clean."	**Repeating the phrase keeps the central safety action memorable across the notice. The warning challenges the assumption that clear-looking water is safe, which makes readers more likely to follow the advisory.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

FRIDAY WEATHER CLOSURE, 6:00 A.M.: All Riverton high schools are closed today because icy roads may make travel unsafe. Stay home, stay warm, stay connected. 1. Do not report to school or wait at bus stops. 2. Check the district website by 3:00 p.m. for Saturday activity updates. 3. If you need a school meal, pick one up from the community center between 11:00 a.m. and 1:00 p.m. Teachers will not require online assignments today. The next update will appear by 7:00 p.m. Safe roads come first. Use the district phone line if internet service is unavailable.

Accept responses that connect audience and urgent context to specific choices in the notice. For the writing task, accept varied situations and wording if the response meets the length and design requirements and clearly prioritizes useful information for students and families.