

Flyer Feature Hunt

Analyze how one event flyer communicates with its readers.

4.T.C.1.c "Create multimodal texts, using features of pre-selected modes for a specific purpose and audience. (C)"

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline two clues that show who the flyer is for. Circle two features besides regular sentences that would help a reader take part in the event.

Riverbank Cleanup Day

- ① Help keep Willow Creek clean! Families are invited to meet at Pine Park on Saturday, May 18. Bring a water bottle, sunscreen, and work gloves. Trash bags and grabbers will be provided. [Picture: a child drops a bottle into a trash bag beside a blue creek and green trees.] Find this flyer at the library, grocery store, and school.
- ② **PLAN FOR THE MORNING.** 9:00 a.m., check in at the picnic shelter. 9:15 a.m., safety talk. 9:30 a.m., cleanup groups begin. 11:00 a.m., return tools and get snacks. Adults should stay with younger children. A first-aid kit will be at the picnic shelter. Restrooms are near the playground. Look for volunteers wearing orange vests when you arrive.
- ③ **FIND THE MEETING PLACE.** [Willow Creek] [Pine Park Entrance] ———→ [★ CHECK-IN TABLE, PICNIC SHELTER] | [R RESTROOM] The cleanup area is along the path beside the creek. Use the sidewalk from the entrance. The playground is near the restroom. Meet at the check-in table before joining a group. Bring your gloves and water bottle. Adults stay with younger children.

2 ANSWER WITH EVIDENCE Use the passage

1 What is the main purpose of this flyer? Name two features that support your answer.

2 Who is the intended audience? Give two clues from the flyer.

3 Which feature would help a person find the check-in table, and which feature would help them know when cleanup groups begin? Explain each choice.

4 Why might the flyer include both the creek picture and the map instead of only a paragraph of words? Use details from the flyer.

3 YOUR TURN Your own words

Create a mini flyer for a school event for families. Include a title, exactly two complete sentences, a two-item time list, and a hand-drawn, labeled map that shows where visitors begin and where the event happens.

PART 1 • READ AND MARK

Underline two clues that show who the flyer is for. Circle two features besides regular sentences that would help a reader take part in the event. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What is the main purpose of this flyer? Name two features that support your answer.	The flyer invites people to join a cleanup at Willow Creek. Supporting features may include the title, the cleanup details, the picture of collecting trash, the schedule, or the map.
2	Who is the intended audience? Give two clues from the flyer.	The audience is families, including adults with younger children. Clues include "Families are invited" and "Adults should stay with younger children."
3	Which feature would help a person find the check-in table, and which feature would help them know when cleanup groups begin? Explain each choice.	The map would help the person find the check-in table because it labels the check-in table at the picnic shelter. The time list would help them know that cleanup groups begin at 9:30 a.m.
4	Why might the flyer include both the creek picture and the map instead of only a paragraph of words? Use details from the flyer.	The picture shows the cleanup setting and trash collection near the creek. The map shows where to enter, check in, and find the restroom.

PART 3 • YOUR TURN (SAMPLE ANSWER)

BOOK SWAP SATURDAY Families, bring books you have finished reading to trade for other books. Meet in the school library and choose up to three new-to-you books. 10:00 a.m. Drop off books 10:30 a.m. Start swapping [School Entrance] —————→ [Library, Book Swap]

Accept reasonable answers that identify the flyer's purpose, family audience, and the different jobs of the picture, schedule, and map. For Part 3, check for all required parts, including exactly two complete sentences and a labeled map with a beginning location and event location.