

Student Name: _____

Period: _____

Date: _____

INDEPENDENT PRACTICE: BROCHURE

Directions: For this activity, you will **work independently** to create a brochure for the surf shop.

Possible topics for the brochure:

- Features of a specific surf board
- Tidal information and cautions
- How to surf
- Great surf destinations

Describe the characteristics of the three traits of the target audience that are likely to use this information.

a. Age

b. Education

c. Group membership