

Genre Analysis

We are creating an informational packet for The Gus Bus Reading Road Show. This packet will include a brochure, two posters, and a contact sheet flyer.

We are creating an informational packet for the Gus Bus Reading Road Show. The intended audience of the packet, college students and parents of children in the area, will most likely read the “General Information” and the “Frequently Asked Questions” sections all of the way through and skim over areas that they might not find as pertinent. While the mission statement, for example, is very important to the Gus Bus, readers of the packet might skip over it in the packet if they are quickly searching for the basic information. Our theory is that parents will read the entire packet and that volunteers will skim the contents, searching for areas that are relevant to them and their volunteer work.

We plan to include clear headings and subheadings where necessary and then bullet points as much as possible in order to ease the process of reading what may turn out to be a lengthy informational packet. Motives readers will likely have when reading the packet is to find out more about what the Gus Bus is and how it works as well as who the volunteers are and where they come from. Adding too much “fluff” and flowery language will take away from reader's ability to quickly gain knowledge about the organization.

Here are three examples of what we may include in the packet:

An example of a brochure that is similar to the one that we will create for the Gus Bus, [Schools On Wheels Brochure](#). It is a standard tri-fold brochure for a school on wheels bus. This brochure is easy to read with a lot of white space and bullets. This is very important because the brochure caters to an audience who might not have English as a first language. Additionally, all of the important contact information on the brochure is highlighted with a bright color and separated in a box in order to draw attention to it. This draws the reader's eye if they are simply skimming the brochure. At the top of the brochure, the organization lists some of its key one-word values. Words like “literacy” and “skills” and “citizenship” are very strong and develop the organization's brand. Lastly, the brochure has a testimonial from an impacted student on the back. We strongly believe in the power of testimonials in promotional material and also want to include this in our packet.

An example of a poster that mimics the two posters we want to create can be found on [Failure Free Tutoring](#). This poster is very basic and minimalistic. The color palette is blue which is said to create a feelings of trust in a reader. It has very positive and definitive language with phrases such as “your child WILL succeed” which emphasizes this feeling of trust in the organization. They also provide statistics to back up their claims paired alongside pictures of children being tutored. Their contact information sits directly beneath their logo in the bottom right hand corner of the poster.

