

***If you only have 30 minutes ...***

In the 15-minute activity, you identified problems in the Gambia's peanut industry and described some solutions that have been tried. Among the solutions are stories about young people who have taken advantage of Youth Empowerment Project (YEP) programs to create new opportunities for themselves and change the nature of the groundnut industry in the Gambia. In this activity focus on one of the individuals spotlighted in the article. Read about what they have done. Consider looking online to find out more about them and their business, and about YEP. Summarize their actions; as you do so, ask yourself what you find the most compelling about what they are doing. Then take the role of the business's public relations expert, tasked with getting some positive attention for the venture. Some ways you might do this include the writing a press release, making a video about the venture or making an ad for the business's product. Feel free to think of other strategies to draw people to the business. If you are doing this activity as part of a class, have class members share their projects.

**Common Core Standard(s) Met:**

**CCRA.SL.4** Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.

**CCRA.SL.5** Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

**CCRA.R. 7** Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.