

Whether talking with a reporter, a legislator or community group, it is essential to have a clear, simple message to reiterate. What is the one thing you want your audience to take away from this interaction? This worksheet will help you distill your message for any audience.

Remember...

- **Keep it simple.**
- **Be passionate!**
- **Make it local or audience-relevant.**
- **Use examples.**
- **Tell stories.**
- **Avoid jargon.**

Who is your audience? (Policy maker, journalist, community group, etc.)

What are your audience's interests and values?

What is this message about?

Why is it important to this audience?

Use one or more examples or metaphors to explain this message, including a solution (if relevant):

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Take-Home Message: In 1-2 sentences, describe the take-home message for this audience. Remember to keep coming back to this message during your talk/presentation/interview.

Outline: Use this space to write an introduction/outline of your talk.