

How do you turn data and number facts into a compelling message? Start by considering:

Who is your target audience?

An official or board/commission – elected or appointed, seasoned or new
 Regulators with technical knowledge
 Reporters with no technical background
 The general public – informed, apathetic, outraged but uninformed



What is your audience's attitude?

They agree and just need to be supported or spurred to action
 They disagree and need to be convinced or pressured
 They're unaware and need to be alerted

What is the setting?

A public hearing or meeting
 A private meeting or interview
 A flyer, fact sheet, or newspaper ad
 A rally or press conference



What is the format?

Spoken: How much time will you have?
 Printed: How much space?
 Black and white? Text only?
 Color graphics?

SA Memorable Messages and **Memorable Graphs** can jump-start creative thinking about ways to present a key fact. If you don't have time or a group to do the activities, each has a handout offering tips for making memorable messages and graphs: choosing strategies, avoiding common pitfalls, and polishing your message and graphics.

SA Design a Fact Sheet pulls together all the work you've done above into a single fact sheet or poster.

Too soon? If you haven't found the key facts you want to highlight, look through the activities and resources in:

SA Drawing Your Own Conclusions and **Pieces of the Risk Puzzle.**
 Analyze your situation to find newsworthy data or claims to challenge.