Framing Your Event

Successful communication requires selecting messages (or frames) that match the motivations of your intended audience. This worksheet can help you craft messages by identifying your target audience and what their motivations or values are.

✓ Who is your audience?

Audience: _____

✓ What do members of your audience have in common (what values, attitudes, or motivations might they share?)

Commonality: _____

_____

✓ What frame meets your audience needs?

Frame: _____

_____

✓ Why did you choose this frame?

Reason: _____

_____

✓ What is the best setting?

Setting: _____

_____