



AUDIENCE EXERCISE: What does each audience want? What media and approaches would you use to reach them? What types of communications objectives would be appropriate?

- **General public:**

How we reach them: _____

Their interests: _____

Our objectives: _____

- **Funders:**

How we reach them: _____

Their interests: _____

Our objectives: _____

- **Grantee partners:**

How we reach them: _____

Their interests: _____

Our objectives: _____

- **Policymakers:**

How we reach them: _____

Their interests: _____

Our objectives: _____

- **Board members:**

How we reach them: _____

Their interests: _____

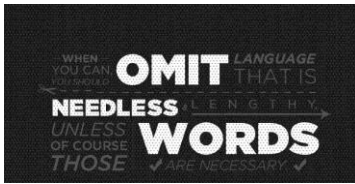
Our objectives: _____



EXERCISE: The 60-second story

Can you tell a familiar story in 25 words or fewer?

- With your group, select a familiar story – a fairy tale, historical event, etc.
- Brainstorm the key facts needed to tell the essence of the story.
- Write a version of the story that can be told in less than one minute.



EXERCISE: Which are the needless words? What other language can you simplify?

At no time prior to the event in question did the officers, directors, or staff have knowledge of any facts that would suggest that the work could not be completed on schedule and in accordance with specifications.

Subsequent to our examination of a number of cases we came to the conclusion that there appeared to be only a limited number of instances in which there would exist a need to identify persons who, through political campaigns, seek election to a public office.