**Identifying Audiences: Step 3**

**Messaging and Communications Worksheet**

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| **Goal and objective** | |
| **Audience** (*If you have more than one, then fill out a sheet for each audience*) | |
| **Role of Communications** *(From the Starting Communications Plan worksheet, Box 4: Why you want to reach them; What you want them to know or do)* | |
| **Key Audience Insights** *(Three or four most important insights from Audience Deep Dive worksheet)* | |
| **Ideas for message** *(How does core message relate to priorities and insights? Any Stories?)* | **Proof** *(What information can you provide to support your message?)* |
| **Ask** *(What do you want them to do or know?)* | **Tone** *(Academic? Colloquial? Important themes?)* |
| **Message platform or delivery method** – *How are you going to reach them* | |
| **Draft Message** | |