

## Using the Message Box

The Message Box is a useful tool to help frame your thoughts and key messages. You can use it to hone your message for an op-ed or press release, develop a talk for a conference, prepare for media interviews or public lectures, or to organize your thoughts for a visit with decision-makers.

Use the prompts to walk you through the worksheet. Stay focused on your audience and desired action, edit ruthlessly to trim to just your key points, and eliminate jargon where you see it.

Practice makes perfect! Iterate on your work to sharpen your key messages and delivery.



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**Audience:** Who's your audience?

**Values/Context:** What does your audience care about? What else do you know about how they might process new info about science?

**Key Message:** What is the one thing you want your audience to remember? Make sure your other messages connect to it.

### ISSUE/TOPIC

What's the issue/problem/project you're talking about?

### "SO WHAT?"

Why does it matter to your audience?

### ACTION

What do you want your audience to do?

**Audience:**  
**Values/Context:**

**Key Message:**

**ISSUE/TOPIC**

**"SO WHAT?"**

**ACTION**