

bi3 WORKING WITH THE MEDIA

Messaging Worksheet

Use this worksheet as a guide to prepare your talking points before any public engagement (interview, press release, public statement, or community presentation) to help ensure that your key messages are clear, consistent, and compelling.

Reminder: Focus on moving audiences from awareness > understanding > belief > action.

Set your communication goals

KNOW

What one fact or truth should they take away?

FEEL

What emotion or sense of urgency should they experience?

DO

What action, behavior, or belief shift are you looking for?

Develop your key messages

Your key messages are your north star. Return to them throughout any interview or statement. Use plain language—no jargon.

MESSAGE

1

Supporting Data:

Supporting Story:

MESSAGE

2

Supporting Data:

Supporting Story:

MESSAGE

3

Supporting Data:

Supporting Story:

