**Message Triangle Worksheet**

**NOTE:** Numbers refer to the Communications Planning Worksheet. For example, “#7 Main Message” refers to item #7 on the Communications Planning Worksheet.

#2 Audience: _______________________

#3 TARGET Audience: _______________________

#5 Disposition: _______________________

#6 Frame: _______________________

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#7 Main Message

#8-9 Point 1 & Evidence

#8-9 Point 2 & Evidence

#8-9 Point 3 & Evidence