



Communicating Planning Worksheet - Creating Your Triangle Work Session
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On March 29 and 30, 2012 The National Science Foundation held a workshop called “Science: Becoming the Messenger” for principle investigators (PI), early career researchers and engineers, graduate students and postdocs from institutions and universities in Vermont who were interested in learning to communicate effectively to a broad audience. The invitation was also extended to public information officers (PIO) communicating on behalf of the institutions and universities in Vermont. The workshop was defined as follows:

“Over the course of this full day of training, participants will learn how to craft a message and deliver it to a variety of audiences. They will also have the opportunity to experience live interview training, to develop writing and new media skills, to hone their public presentations and even to produce video”.

At the core of this training was a strategy to create a Triangle to focus the message. Once the Triangle was formed, various communication strategies could be crafted with the triangle as a guide.

1. I’m going to talk about:
2. My audience is (describe who the audience is):
3. My message is targeted to this type of person in the audience (describe as though you are addressing one person):
4. Relative to what I’m talking about, he/she currently knows, believes or does:
5. This makes him/her:

Supportive -----Resistant

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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6. My target audience will respond most favorably if I make my points in the context of (e.g., politics, science, economics, business, personal involvement, etc.):

7. Relative to what I’m talking about, I want him/her to know, believe or do:

8. Three things my audience should know (or three questions my audience might ask) about my subject are:

- a.
- b.
- b.

9. Arguments and evidence that support my assertions/answers:

- a.
- b.
- b.

10. I will be reaching my target audience through (check only one):

Live Presentation Online Media Audio/Video Interview In Writing

