

Audience, Resources, and Tone

Name:

Date:

My next workshop session is on:

Who do we need to write to or talk to about our issue?

Who is your audience? (Remember: the audience are the decision makers you talk to in order to fix the issue). If you don't know who the audience is, how can you find out?

What does your audience need to know about this issue?

Think about what resources can help you find more information about the issue. *Use the back of this worksheet if you need more room.*

What tone should we use when we talk or write about this issue?

Think back to the Tone Symphony exercise we did in workshop. Which types of tones were the best ones to use? Happy? Sad? Shy? Angry? Assertive? What are the pros and cons of each tone? *Use the back of this worksheet if you need more room.*