QUESTION WORKSHEET

| Anticipated Questions | |
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| 5% of all questions can be anticipated. | |
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STAKEHOLDERS/AUDIENCE

| lame/Group | Concerns/Perceptions |
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| Think freely about your message. Jot down all related ideas. Then prioritize the list, eventually working the list down to 3 key messages. The other ideas generated during the brainstorming may serve as supporting facts for the 3 key messages. Ideas: | | |
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| Key Message | Supporting Facts |
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| Develop 3 Key messages, 7–12 words. | Develop 3 supporting facts for each message. |
| Key Message 1: | Support Fact 1: |
| | Support Fact 2: |
| | |
| Key Message 2: | Support Fact 1: |
| | Support Fact 2: |
| | Support Fact 3: |
| Key Message 3: | Support Fact 1: |
| | Support Fact 2: |
| | Support Fact 3: |
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| | |

| | AREA OF CONC | ERN | | | |
|-----------------------|--------------|-----------------------|---------|-----------------------|--------|
| KEY MES: | SAGE #1 | KEY MESS | SAGE #2 | KEY MESS | AGE #3 |
| Supporting Fact #1 | > | Supporting Fact #1 | > | Supporting Fact #1 | > |
| Supporting Fact #2 | > | Supporting Fact #2 | > | Supporting Fact #2 | > |
| Supporting Fact #3 | > | Supporting Fact #3 | > | Supporting Fact #3 | > |

| | AREA OF CONC | CERN | | | |
|-----------------------|--------------|-----------------------|---------|-----------------------|---------|
| KEY MESS | SAGE #1 | KEY MES: | SAGE #2 | KEY MES | SAGE #3 |
| Supporting Fact #1 | > | Supporting Fact #1 | > | Supporting Fact #1 | > |
| Supporting Fact #2 | > | Supporting Fact #2 | > | Supporting Fact #2 | > |
| Supporting Fact #3 | > | Supporting Fact #3 | > | Supporting Fact #3 |) > |
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| | AREA OF CONG | CERN | | | |
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| KEY MES | SAGE #1 | KEY MES | SAGE #2 | KEY MESS | GAGE #3 |
| Supporting Fact #1 | > | Supporting Fact #1 | > | Supporting Fact #1 | > |
| Supporting Fact #2 | > | Supporting Fact #2 | > | Supporting Fact #2 | > |
| Supporting Fact #3 | > | Supporting Fact #3 | > | Supporting Fact #3 | > |

| | AREA OF CONG | CERN | | | |
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| KEY MES | SAGE #1 | KEY MES | SAGE #2 | KEY MESS | GAGE #3 |
| Supporting Fact #1 | > | Supporting Fact #1 | > | Supporting Fact #1 | > |
| Supporting Fact #2 | > | Supporting Fact #2 | > | Supporting Fact #2 | > |
| Supporting Fact #3 | > | Supporting Fact #3 | > | Supporting Fact #3 | > |

| | AREA OF CONC | ERN | | | |
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| KEY MESS | SAGE #1 | KEY MESS | SAGE #2 | KEY MES | SSAGE #3 |
| Supporting Fact #1 | > | Supporting Fact #1 | > | Supporting Fact #1 | g > |
| Supporting Fact #2 | > | Supporting Fact #2 | > | Supporting Fact #2 |) > |
| | <u> </u> | | Ι | 1 | |
| Supporting Fact #3 | > | Supporting Fact #3 | > | Supporting Fact #3 | g > |