Message Triangle

A Tool for Staying on Message in an Interview

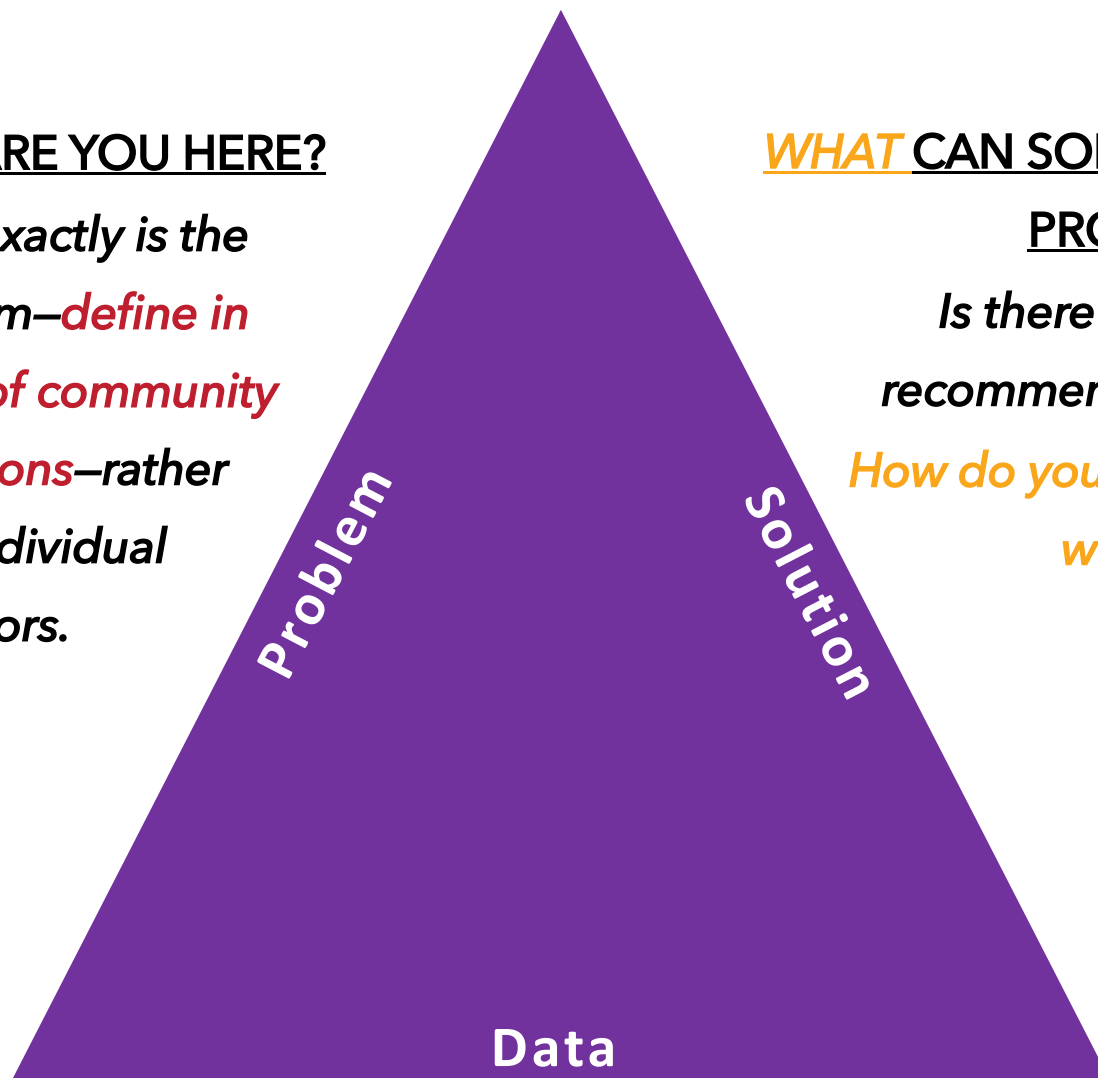### IPS Toolkit: Media Advocacy

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WHY ARE YOU HERE?

What exactly is the problem–define in terms of community conditions–rather than individual behaviors.

WHAT CAN SOLVE THE PROBLEM?

Is there a policy recommendation? How do you know it will work?

Problem

Solution

Data

HOW IS THIS A PROBLEM?

Is the problem more serious than most people think? DATA

Is the problem widespread? DATA

How are people directly impacted? DATA

Storytelling: Promoting Change through Personal Narratives
IPS Toolkit: Media Advocacy

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GOAL
(What is the purpose of writing this piece?)

HOOK
(What will engage the audience to keep reading?)

BASICS
(Who, what, when, where, and why?)

DETAILS
(Show, don't tell.)

KEY TAKEAWAY
(What is the most important point of the article?)

CALL TO ACTION
(Encourage readers to learn from lessons in the story and prompt action, if applicable.)