**WHAT'S OUR MESSAGE?**

**FRAMING** -

- **What’s the problem?** ____________________________
- **What’s the solution?** ___________________________
- **Who’s responsible?** __________________________

**BASE**

- What do we say about ourselves?
- What do we say about our opponents?

**OPPONENTS**

- What do they say about us?
- What do they say about themselves?

**KNOW YOUR AUDIENCE**

<table>
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<tr>
<th>AUDIENCE</th>
<th>WHAT DO THEY NEED TO HEAR?</th>
<th>HOW DO THEY NEED TO HEAR IT?</th>
<th>WHO DO THEY NEED TO HEAR IT FROM?</th>
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</thead>
<tbody>
<tr>
<td>Your base</td>
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<td>Your allies</td>
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<td>Your target</td>
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Center for Urban and Regional Affairs (CURA)

University of Minnesota