**Messaging**

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| --- | --- |
| How are we going to frame this issue for this time period? – Is it an issue of morality, patriotism, gender equality, etc. |  |
| What is/are our argument(s)? Make it simple enough so everyone understands, but with enough detail so that there will not be too many questions | We believe…. Because/for the following reasons |
| Who is your audience?Be as specific as possible and describe how this will affect how you present your argument. Think about what challenges you may face in presenting your arguments to different groups of people |  |

**Tactical**

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| --- | --- | --- |
| Tactic – describe the specifics (who would participate, what would be the goal, how would you be spreading your message, etc.) | Pros | Cons |
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**Education Outreach**

Now is the time to create the tools of actually spreading our message. You will need to create whatever tool you think will best spread our message.

* You absolutely need a slogan and an image – aka a poster, something easily promotable in a number of different sources
* For a 4 you can create a flyer/pamphlet based on actual facts and data – you can use modern day data for this. MAKE SURE TO CITE YOUR SOURCES
* On the back of your creation, you need to explain, in detail what it is and why you chose it. And, why you think it would work the best with the tactic we chose.