How do you turn data and number facts into a compelling message? Start by considering:

**Who is your target audience?**
- An official or board/commission – elected or appointed, seasoned or new
- Regulators with technical knowledge
- Reporters with no technical background
- The general public – informed, apathetic, outraged but uninformed

**What is your audience’s attitude?**
- They agree and just need to be supported or spurred to action
- They disagree and need to be convinced or pressured
- They’re unaware and need to be alerted

**What is the setting?**
- A public hearing or meeting
- A private meeting or interview
- A flyer, fact sheet, or newspaper ad
- A rally or press conference

**What is the format?**
- Spoken: How much time will you have?
- Printed: How much space? Black and white? Text only? Color graphics?

**Memorable Messages** and **Memorable Graphs** can jump-start creative thinking about ways to present a key fact. If you don’t have time or a group to do the activities, each has a handout offering tips for making memorable messages and graphs: choosing strategies, avoiding common pitfalls, and polishing your message and graphics.

**Design a Fact Sheet** pulls together all the work you’ve done above into a single fact sheet or poster.

*Too soon?* If you haven’t found the key facts you want to highlight, look through the activities and resources in:

**Drawing Your Own Conclusions** and **Pieces of the Risk Puzzle**.
Analyze your situation to find newsworthy data or claims to challenge.