

Policy Messaging Framework

Describe the legislation or policy as simply as possible:

What problem will the policy or legislation solve for Granite Staters?

Audience

**What do we need them to know?
What message would resonate?**

What action do we want them to take?

What tools will we use?

Policy Messaging Framework - Defense

Describe the legislation or policy as simply as possible:

What problem will the policy or legislation CAUSE for Granite Staters?

Audience

**What do we need them to know?
What message would resonate?**

**What action do we want
them to take?**

**What tools will we
use?**