

**Audience:** *Who is the stakeholder? What is their level of influence?*

**Problems?**

*Specific aspect of the issue,  
research question*

**Benefits?**

*What would change  
for the audience?  
Long-term? Short-term?*

**Issue**

*Broad, keywords*

**So What?**

*Why does the audience  
care? How does it  
impact them?*

**Solutions?**

*What can be done?  
In general? By you?*