

Developing Communication Tools for Key Audiences Checklist

Visuals

- ___ Convey emotion or a story
- ___ Avoid crisis imagery
- ___ Convey the message well
- ___ Chart, graphs, or infographics clearly labeled and easy to understand
- ___ Uses easy to differentiate colors

Knowledge Level

- ___ Uses accessible language without too much jargon
- ___ Targets an 8th-grade (or similarly reasonable) level of understanding
- ___ Uses an easy to read font

Verbal and Auditory

- ___ Uses a calm, reasonable, measured, and explanatory tone
- ___ Is inclusive
- ___ Doesn't stimulate crisis thinking
- ___ Focuses on positive, solutions-based opportunities

Interactivity

- ___ Involves the audience in a directed or interactive experience

Interpretive Elements

- ___ Reveals a deeper truth beyond just the facts
- ___ Makes an emotional or intellectual connections with the audience
- ___ Provokes the audience to discover personal meanings