



November 7, 2024

## YOUR TURN TO WRITE A POWERFUL STORY

### 1. Choose your audience:

- ☐ Reporter
- ☐ Elected Official
- ☐ Public Health Leader
- ☐ Other \_\_\_\_\_

### 2. How will you grab their attention? (provocative statement, surprising fact or startling stat, question, quote vivid description, joke, etc.)

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### 3. What is your message to them?

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### 4. Why should they care?

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### 5. What action do you want them to take? (do, say, think, feel)

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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.