Message map

Day 1 exercise, Part A · Valaria · About 20 minutes. Three key messages per audience, each under 20 words.

PADAYON COMMUNICATIONS

Table / group: _____ Roles: lead, scribe, timekeeper, presenter

	Backyard farmers in the zone	Commercial producers	General public in the capital
Message 1 What is happening			
Message 2 What we are doing			
Message 3 What you should do			
Supporting fact One fact that backs the messages			
One clear action One thing people can do today			
Messenger and channel Who do they trust?			

Tip: write for the audience, not for the Ministry. Under 20 words per message. If you have time, add a fourth audience of your own choice in the margin.