**Media Training: Key Message Template**

**What is my overall key message? (One sentence)**

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**What is a story I want to tell to help convey my key message?**

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**What terms or phrases should I make sure to repeat? What terms and phrases are jargon that I should avoid?**

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**What are some key points I want to make (even if the reporter doesn’t ask me)?**

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**What is ‘My Ask’?**

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