

Exercise: Beginning Your Policy Brief

Use these questions to begin thinking about your policy brief's purpose, audience, and contribution.

1. What problem will your brief address?

2. Who is the audience?

Why is the problem important to them?

What do you know about the audience (e.g., technical knowledge, political or organizational culture or constraints, exposure to the issue, potential openness to the message)?

3. What other policy or issue briefs already exist? How will your brief differ (e.g., different information, perspective, aim, or audience)?