

**1. Who is your audience? (Identify the different constituencies that make up this audience.)**

**Citizens, local residents, adults, voters, environmentalists, politicians, business people**

**2. What is the exact purpose of your brochure?**

**Persuasion – convincing, gathering support, promoting activism**

**3. Considerations related to the cover page.**

**APPEARANCE attractive, appealing, engaging, professional, representative of issue, clear purpose, not too busy**

**TITLE – clarity of purpose, limited words, effective words**

**4. Considerations related to organization?**

**Logical, short paragraphs, white space, stand alone sections, fluidity from one section to another,**

**5. Considerations related to content?**

**Provide overview, then detail, facts, statistics, pictures. Cite pictures, charts, and/or unique information. No citations for common knowledge. Clear definitions and/or explanations. Present from one position. Provide details, reasons, evidence, etc.**

**6. Considerations related to language and tone?**

**Use formal, professional language and tone. No slang or conversational language. Use original words. Clarity – Explain terms. Make words count. No repetition.**

**7. Considerations related to format?**

**Pictures, graphs, bullets, etc., but only if appropriate. Consistency in font and size, colors, headings, margins, even columns. Stay within same column. Do not flow from one panel to another.**

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