## **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 organizational culture or constraints, exposure to the issue, postmessage)?	
3. What other policy or issue briefs already exist? How will your br information, perspective, aim, or audience)?	ief differ (e.g., different