**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)?