



What, How and Why (*in Reverse!*)

(Example)

1) **What** is the issue?

Transit

2) **How** would we improve the situation with this issue?

Long-range planning, infrastructure investments, funding approved.

3) **Why** do you care about this issue?

(You might use the Progressive Values list). Include the statement: **I care because...**

I know that people need to have alternatives to cars to get to jobs so they can support themselves. Students need transportation to get to schools. Having transit options provides low income people with a range of **opportunities** they might not otherwise have. **I care because** I want people to have a **fair** shake at life.

4) **Now frame your message** using your above responses in this order: **3, 2, 1**

(If your answer is more than two sentences, try again!)

(3) I want people to have a fair shake at life with school and work opportunities and that requires

(2) improving and investing in infrastructure for

(1) affordable transit systems because people need an alternative to cars.



What, How and Why (*in Reverse!*)

1) **What** is the issue?

2) **How** would you improve the situation with this issue?

3) **Why** do you care about this issue?

(You might use the Progressive Values list). Include the statement: **I care because...**

4) **Now frame your message** using your above responses in this order: **3, 2, 1**

(Hit the highlights to narrow down your answer)