Goal	What?	Who?
Dramatize	What idea, dilemma, problem, question?	Audiences who might be most receptive to the story?
	question:	receptive to the story:
Persuade	To do what? What action or behavior?	Audiences whose action on the problem is needed?

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About what? What information will be most relevant and useful?	Audiences who can use the information?
	will be most relevant and