**Storytelling frame**

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| **Key message** | **Who is the story intended for?** | **What is the purpose of the story?** | **What do I want viewers to do as a result?** | **What media will I use to create it? Do I need data? What data would help?** | **Where and how will I share it?** | **How will I measure the impact?** | **What next?** |
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