You will rate each presentation (3) from the viewpoint of your assigned group. The rating form follows this group assignment sheet.

GROUP #1

You are a group of legislators in Georgia. Your current proposed budget is already over budget and you only have 3 days left in session. To add anything to the budget at this point would require the session going into over-time. This action does not sit well with the voters since it cost tax-payers. If the cause is worthy enough, your voters would hope that you put in the extra hours to provide for Georgia tax-payers.

GROUP #2

You are a group of hospital administrators. The entire Georgia hospital system is already operating in the RED. But your mission is to provide health care for the citizens of Georgia. It is not acceptable in the stakeholder's eye for Georgia hospitals to be operating at below the national average on health care issues. But the hospital can't continue to operate in the RED and must prioritize.

GROUP #3

You are a child advocacy group. Your number one mission is to ensure the health and well-being of children in Georgia. However, you must prioritize your issues as it is impossible to address everything at one time. Right now, your number one issue is child-abuse.

GROUP #4

You represent the media. You have your usual deadlines (2-minutes ago) as well as your need to "sell newspapers" (airtime etc). You know that a story with an emotional hook will "sell". You cannot afford to spend your time chasing stories that the public is not going to read.

STORY PRESENTATION RATING FORM

On a scale of 1-5 with 5 = "strongly agree" and 1 = "strongly disagree", rate the presentations

1= "strongly disagree"   2= "disagree"   3="neutral"

4= "agree"   5= "strongly agree"

PRESENTATION #1

   1. The story captured my attention? _____

   2. The story had an emotional hook? _____

   3. The story had a single, clear message? _____

   4. I understood what the presenter wanted me to do? _____

   TOTAL SCORE = _____

PRESENTATION #2

   1. The story captured my attention? _____

   2. The story had an emotional hook? _____

   3. The story had a single, clear message? _____

   4. I understood what the presenter wanted me to do? _____

   TOTAL SCORE = _____

PRESENTATION #3

   1. The story captured my attention? _____

   2. The story had an emotional hook? _____

   3. The story had a single, clear message? _____

   4. I understood what the presenter wanted me to do? _____

   TOTAL SCORE = _____

THOUGHTS ABOUT MY STORY:

THOUGHTS ABOUT MY STORY:

WHO IS MY AUDIENCE?

AUDIENCE SETTING

WHAT IS THE GOAL/ASK OF THE STORY?

WHAT IS MY EMOTIONAL HOOK?

WHAT IS THE BENEFIT OF MY PROGRAM FROM THE EYES OF MY AUDIENCE?

TITLE

DEFINE THE ISSUE

MEMORABLE FACT

DESCRIBE YOUR PROGRAM/TELL YOUR STORY

IMPACT

THE "ASK"

CONTACT INFORMATION

ELEVATOR STORY IDEA:

HOW OLD IS THIS STORY? CAN I TIE IT TO ANY OTHER "HOT" TOPIC? WHEN DOES THIS STORY EXPIRE?

MEMORABLE FACT:

WHAT INFORMATION WILL I BRING THEM LATER AS FOLLOW-UP?