

Message Mapping

CHECKLIST FOR REVIEWERS

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Topic		
Stakeholder Question		stakeholder specified?
		question/issue clear?
		question/issue relevant?
Administrative	Map number	need not be addressed by reviewers
	Subject	“
	Category	“
	Com subproblem	“
	Date last	“
Key Messages	Applicability	true?
		accurate?
		address the question?
	Comprehensibility	understandable by the stakeholder?
		8-10 words each?
		each sufficient as a sound bite – without additional information?
Formatting	most important message first, and second most important message last?	
	unnecessary negative terms, images avoided? (e.g., no, not, poison, kill)	
	unnecessary absolutes avoided? (e.g., never, always, none, all)	
Supporting Facts	Applicability	as for each key message
	Comprehensibility	“
	Formatting	“
Additional	Additional	Are there visual aids that would help express the key message? Are they addressed?
		Would the key message be strengthened by reference to a credible third party? Is that reference made?
		Would additional information be helpful? Is information on sources of the additional information provided?