

Worksheet: Developing a Frame

The following worksheet will guide you through your issue and help you develop a Frame. The section on “predominate frame” refers to how the media depicts your issue. Understand the predominate frame before you develop yours. Some simple tips: *Emphasize institutional accountability, *dramatize and humanize your issue, and *keep it simple and clear.

Your Issue: _____

Framing Q's	Predominate Frame	Alternate Frame
What is the Problem?		
What is the Cause? Who is responsible?		
What is the Solution?		
Action Steps:		