### Message Map Tool

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| **Type of Audience:** | **Question/Concern/Issue:**  |
| **Key Message/Fact 1:**  | **Key Message/Fact 2:**  | **Key Message/Fact 3:**  |
| **Keywords/Supporting Fact 1.1:**  | **Keywords/Supporting Fact 2.1:**  | **Keywords/Supporting Fact 3.1:**  |
| **Keywords/Supporting Fact 1.2:**  | **Keywords/Supporting Fact 2.2:**  | **Keywords/Supporting Fact 3.2:**  |
| **Keywords/Supporting Fact 1.3:** | **Keywords/Supporting Fact 2.3:** | **Keywords/Supporting Fact 3.3:** |