Draft a 60-second soundbite about your topic. This should be for a general audience—your uncle, a friend, a researcher in another discipline, or a policymaker. The goal is to summarize your work, your key data, and the implications. Use simple, clear language. You should be able to explain the research and its value quickly and clearly to anyone who asks; if you do a good job, hopefully they will be interested to learn more.

You should refer back to your worksheet and discussion on crafting evidence-based messages to help you select the key findings and implications for your topic.

A. Who are you and what is the topic of your research or advocacy?

B. What are the one or two key pieces of evidence from research about this topic?

C. What are the implications? (why do these findings matter?)

Remember, you should be able to address all three elements of the soundbite in 60 seconds or less! You will deliver your soundbite to a small group or have it recorded to watch later.