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**1. Key Message:**

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Problem: \_\_\_\_\_

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Solution: \_\_\_\_\_

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Action: \_\_\_\_\_

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**2. Key Message:**

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Problem: \_\_\_\_\_

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Solution: \_\_\_\_\_

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Action: \_\_\_\_\_

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**3. Key Message:**

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Problem: \_\_\_\_\_

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Solution: \_\_\_\_\_

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Action: \_\_\_\_\_

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## D. MEDICAL CANNABIS SPOKESPEOPLE

### Types of Medical Cannabis Spokespeople:

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### Which are You?

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## E. CRAFTING SOUND BITES (10 SECONDS)

### Likely Questions:

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### Sound bites

*Remember to make it personal, include problem, solution and action statements and use tips from "Media Interview" section.*

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## F. CRAFTING PUBLIC TESTIMONY (2 MINUTES)

### Issue you are addressing:

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