

## **LOCALIZING a National issue.**

- ✓ Need both national and local statistics.
- ✓ Focus primarily on LOCAL sources.
- ✓ Use LOCAL examples/people.
- ✓ Consider dividing the story into two sections or ideas: The Problem and The Potential Solutions.
- ✓ The problem is Economic/Political/Human.
- ✓ Each solution has trade-offs in each of those.
- ✓ You must tell your audience about the trade-offs. (Pros and Cons)
- ✓ Yes, you can highlight one particular solution – instead of all of them.
- ✓ Or you can briefly summarize a list of three to four of the solutions with the most support.
- ✓ Tell the story vividly, simply and clearly.