# Communication brief

SIL 503 Week 8 lab sheet, 28 October 2026

Seven fields, drafted in the lab from what you heard in the circle and what you saw in the videos you noted, and finalized before Week 11. Every later decision on the project is measured against this page. Track A submits the story of self sheet instead, on the same date.

| **Name** | | **Track** | | **Working title** | |
|---|---|---|---|---|---|

## 1 The problem

The situation, the population affected, the reason it persists, and the relevance of technology. Four parts, in the register of the Problem Inventory entry this piece comes from.

## 2 The audience segment

One segment, named as narrowly as you can, with a reason you believe this particular group can act. The public is not an audience, and a demographic is not a segment.

## 3 The change you want in it

Stated as a before and an after.

## 4 The behavioral ask

Observable, and specific about when, where and how. Calling a commissioner's office during the public comment window on a named day, using three sentences in the description, is an ask. Learn more is not.

## 5 The efficacy claim

The audience's reason to believe the ask will work, and the evidence you have that it has worked before.

## 6 The distribution channel

The channel where the piece is seen, and by that segment in particular. Craft cannot compensate for a video the intended audience never encounters.

## 7 The assumption most likely to be false

The weakest link between a viewing and an outcome. This field is graded on honesty, and an answer that your audience already agrees with you and will do nothing anyway is a legitimate one. It sends you back to field 2.

Fields 3 through 5 are a theory of change compressed to a paragraph. Field 7 is the one most often left blank, and it is the first one read when this is graded.

Source: The Digital Storytelling Project page holds the full definitions, the sample brief and the rubric.