

WORKSHEET B: Profiling Your Audience

Once you've identified your intended audience—whether it's your agent of change or your target of change—take some time to learn more about them. Fleshing out this profile by filling in the chart below will help you better understand your intended audience and ultimately develop a message that will resonate with them.

QUESTIONS ABOUT AUDIENCE	PROFILE
1. Who is your intended audience?	
2. Is the audience a target of change or an agent of change?	<input type="checkbox"/> Target of change <input type="checkbox"/> Agent of change
3. What are the defining demographics of your intended audience (e.g., age, gender, sexual orientation, ethnicity, languages spoken, literacy levels, income levels, education levels, spiritual beliefs, professions, disability status)?	
4. How does this audience access news and information?	<input type="checkbox"/> Newspaper (online or print) <input type="checkbox"/> Radio <input type="checkbox"/> TV <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Email <input type="checkbox"/> Television <input type="checkbox"/> Instagram <input type="checkbox"/> Informal channels <i>(e.g., community centers or gathering spots like farmers' markets)</i> <input type="checkbox"/> School or town meetings <input type="checkbox"/> Other (list here: _____)
5. What are the values and priorities of this audience?	
6. What is their current level of awareness about the problem?	
7. What do they know and think about our coalition?	
8. What could they do as individuals to get your coalition closer to achieving its intended outcome?	