# 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.

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| 1. Who is your intended audience? |  |
| 1. Is the audience a target of change or an agent of change? | \_\_ Target of change \_\_\_ Agent of change |
| 1. 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)? |  |
| 1. How does this audience access news and information? | \_\_ Newspaper (online or print)  \_\_ Radio  \_\_ TV  \_\_ Facebook  \_\_ Twitter  \_\_ E-mail  \_\_ Television  \_\_ Instagram  \_\_ Informal channels (e.g., community centers, gathering spots such as farmers’ markets)  \_\_ School or town meetings  \_\_ Other (list here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |
| 1. What are the values and priorities of this audience? |  |
| 1. What is their current level of awareness about the problem? |  |
| 1. What do they know and think about our coalition? |  |
| 1. What could they do as individuals to get your coalition closer to achieving its intended outcome? |  |