IDENTIFYING YOUR AUDIENCE

Questions to ask before you begin

1. Who do I want to reach?

    a. Can I imagine a specific person I want to talk directly to?

        i.   *Ex. I want to reach educators so I am going to design my message for my local high school science teacher.*

2. What are my audience's needs?

3. What do they already know about the topic?

4. What is the best way to reach them?

    a. Social media, on a website, posters, flyers, or talking in-person?

    b. Written narrative or illustrative visual design?

5. How can these people help co-create these materials?

6. What should we keep in mind as we design this project?

Identifying Your Audience: Practice Exercise

Identify a sample of three different audience groups and answer the questions for each audience, for example:

- *Older people in your family and their friends;*
- *A class of 5th grade students;*
- *Lawmaker or a leader in your community.*

1. First audience group:
    a. Who do I want to reach?

    b. What are your audience's needs?

    c. What do they already know about the topic?

    d. What is the best way to reach them?

    e. How can these people help co-create these materials?

    f. What should we keep in mind as we design this project?

2. Second audience group:
    a. Who do I want to reach?

    b. What are your audience's needs?

    c. What do they already know about the topic?

    d. What is the best way to reach them?

    e. How can these people help co-create these materials?

    f. What should we keep in mind as we design this project?
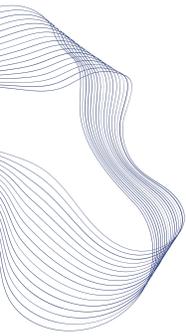
3. Third audience group:

    a. Who do I want to reach?

    b. What are your audience's needs?

    c. What do they already know about the topic?

    d. What is the best way to reach them?

    e. How can these people help co-create these materials?

    f. What should we keep in mind as we design this project?

Post-Exercise Reflection

- What were the main differences between each audience?

- What was the most challenging question to answer?

- Which audience was the easiest for you to imagine?

- What actionable lessons will you take from this exercise?