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| Generic Audience Description: | | | | | | | |
| Segmentation |  | Delivery | | | | | |
| *Are there natural groupings of your audience? Consider attributes from audience brainstorm.* |  | Electronic access  *List existing distribution lists, listservs, enewsletters* | Social media  *Consider the specific places within social media platforms that your audience (segments) use.* | Meetings & events  *List formal (conference) and informal (staff meeting) places your audience (segments) gather* | Traditional media  *List any specific publications or media vehicles that are highly focused on your audience* | Interpersonal  *List key individuals that could and should be reached via 1:1 contact* | Places  *List any physical places where your audience (segment) spends significant time* |
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| **Metrics** |  | *X# of lists*  *X# of times*  *Response* | *SM Metrics, X# exposures*  *Response* | *X# of events*  *X# recruits*  *Response* | *X# exposures*  *Reach/frequency; media metrics* | *X# individual*  *Response/move to action* | *X# placement*  *For how long*  *Response* |

**Worksheet instructions**

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| Step #1:   * Clearly define your audience: write it in “generic audience description” |  | **EXAMPLE**  **Target Audience:** Female referees |
| Step #2:   * Generate a list of possible audience segments.   + Consider elements from the audience brainstorm and segments created by how your audience acts, what they do, think about themselves, lives, etc.   + Review the delivery columns – does this inspire any ideas?   + Imagine a day in the life of ... what kind of media behavior do you imagine? |  | **Possible segments:**   * Where they live (geographic) * Professional vs. college vs. high school vs park and rec * Students learning to become referees * By type of sport (basketball, hockey, etc) * Identifies as an athlete. Identifies as a female athlete. * Ideological: Feminists? Volunteers? * Component of another job: Coaches, semi-pro athletes * Sexual orientation: LGBT? |
| Step #3:   * Start brainstorming possible distribution opportunities * Consider your audience as whole AND segment by segment * You may uncover more and different segments (inspired by media/reach opportunities) – add them to the list. * When you don’t know anything about the audience do this as a list of questions (see example) |  | * Is there a list serv for referees? For females specifically? * A professional association? * A FaceBook or Linked In group? * When is their annual meeting? * Do they watch ESPN? * Who are the big voices that everyone listens to? * Is there a certification process? Educational programs? * Do they go the gym? * Do a high percentage live in urban v. rural? College towns? |
| Step #4:   * Do your research! Find representatives from your audience or audience segments and ask them. |  | * No specific listserv, but everyone is on the “whistlestop” reader board. * Aspiration is for college athletics, not professional. * ESPN commentator Rebeccca Lobo is the voice for all |

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| Step #5:   * Work up a list of concrete list of opportunities and do a quick analysis * Pick a reasonable number to pursue and commit to metrics, responsibilities and due dates. * Optional: Double that number as a stretch goal. Re-visit this next set when you are done with the first. |  | **Analysis questions:**   * Can I get access to this without a lot of hassle or $ (budget)? * Any prior experience/insight? * If I put it into this venue, what % of the viewers are actually my audience and what % are NOT? Any concerns? * Is there anything about my message/communication materials that doesn’t fit or align with the venue? Elephants. * Where will I get the biggest bang for my buck? * What is the low hanging fruit? (easiest!) * Is action/response super important to me? Do my media/ distribution choices support that? |