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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?
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