



Audience Analysis

October 7, 2016

Potential Target Audiences



Anglers



Children



Local Community

1. What is the issue?

2. What are your communication goals?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

3. Who are your key audiences? What are their concerns?

4. Who is the messenger?

5. What is your message(s)?

6. What method(s) will you use to convey the message(s)?

7. Implement

8. So, how did it go? (Evaluate)

Yikes! Barriers to the plan!

Science Communication
Process

Derived from Pfulgh, Shaw, & Johnson. (1992).
A Guide for Effective Communication Planning. NJDEP.

Communication is a Process

1. Define the issue

- ✓ What is the history of the issue?
- ✓ What is the relevant scientific/technical information?
- ✓ Who will be affected, and how?
- ✓ Where are there communication opportunities with those affected?

2. What are your communication goals?

- ✓ Provide information to help audiences understand the issue
- ✓ Answer audience questions and concerns
- ✓ Provide opportunities for audience input and participation
- ✓ Build personal relationships
- ✓ Establish dialogue
- ✓ Build credibility

3. Who are your key audiences? What are their concerns?

- ✓ Who is likely to be affected by the issue?
- ✓ Who will be involved in any actions to address the issue?
- ✓ Do others need to be aware?
- ✓ Media
- ✓ Talk with audience members; conduct surveys; ask for feedback

4. Pick a messenger

- ✓ You?
- ✓ If not, who is most credible to the audience?

5. What is your message?

- ✓ What key points do people need to know? (*facts, policy, process*)
 - ✓ Does the message reflect the needs of the audience(s)?
 - ✓ Will the audiences be able to understand the message and any visuals used to convey it?
 - ✓ Test the messages

6. Pick the method(s)

Talk to audience representatives for ideas.

- ✓ Written/audiovisual materials (*website, fact sheet, flyer, pamphlet, slide show, Q&A sheet*)
- ✓ Person to person (*presentation, public hearing, informal meeting, workshop, course, phone calls*)
- ✓ Mass media (*news release, news conference, feature article, letter to the editor*)

7. Implement

8. So, how did it go? (Evaluate)

Yikes! Barriers to the plan!

- ✓ Concern about data
- ✓ Questions about process
- ✓ Disagreement over problem solutions

Science Communication Toolbox

Derived from Pfulgh, Shaw, & Johnson. (1992).
A Guide for Effective Communication Planning. NJDEP.

Communication is a Process

The Contextual Model

Scientists put themselves in their audiences shoes.



- What are my audiences needs?
- What are their existing attitudes on this topic?
- What does my audience already know about this topic?
- Why does my audience need the information I am communicating to them?
- What will my audience do with the information I am communicating to them?
- How will my audience feel about my methods?
- What is the future of my research and how will it apply to my audience?

Understand Your Audience

Situation:

New clean water regulations over small streams (intermittent, ephemeral) have been put in place to manage headwater inputs. Farmers will have to modify their farming practices near these channels on their property.

Your Role:

You are all farmers from Virginia



Communicating with Target Audience

Situation:

You are attending a birthday party for your friend Tony. You meet *Person 2* and begin talking about yourselves and what you do for a living. As soon as *Person 2* finds out you study musky, they immediately ask you why the department is allowing musky to destroy the smallmouth bass population.

Person 1:

Fisheries biologist for Virginia Department of Game and Inland Fisheries

Study musky (a predatory species). Department research has shown that muskies are eating very little, if any, smallmouth bass.

Person 2:

Smallmouth bass angler

“Anti-musky.” Fishing on the New River for the past 35 years. Strongly believes smallmouth bass population is declining and muskies are to blame. Has personally experienced a musky attacking your smallmouth bass as you’ve reeled it in.



Now, what about your target audiences?

- What are your audience's needs?
- What are their existing attitudes on your topic?
- What does your audience already know about your topic?
- Why does your audience need the information you are communicating to them?
- What will your audience do with the information you are communicating to them?
- How will your audience feel about your methods?
- What is the future of your research and how will it apply to your audience?