**Identify the Audience**

Identifying your audience is the first step in developing your communication strategy. You will need to consider to WHOM you need to communicate and WHY they care, or should care, about your topic? Use the resource below to identify and prioritize your primary and secondary audiences. Use the remaining columns to gain a better understanding of each audience’s communication needs.

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| **Audience or Stakeholder*** Identify all potential audiences impacted by this work.
* Prioritize your *primary* audiences (up to three)
* The remaining audiences are considered your *secondary* audiences.
 | **WHY do (or should) these audiences care about this work?** * Briefly provide a statement about the impact on the identified primary and secondary audiences.
* Are their different segments to consider that are more impacted?
* What do we want our audience to do that they are not already doing or what do we want them to continue?
 | **Who does the audience trust?*** What sources of information do they trust (i.e., association, district leader, website)?
 | **What forms of communication resonate with this audience?** * How do they like to get their information?
* Where and how can they be reached?
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