

Audience & Issue Verification Worksheet

Directions: To verify your initial audience assessment, contact: 1) a subset of your potential target audience and/or 2) people who know the issue and/or know your potential target audience.

Note: Use the “Audience & Issue Verification Aids” that follow this worksheet to develop questions for your contacts.

Directions: Listed below are example categories of people who might potentially help you define your audience and their needs more clearly. Use this list of categories to stimulate your thinking about whom you might contact.

Examples of Categories

- Local/State/Federal Agencies
- Corporations/Companies
- Organizations/Associations
- Schools/Departments
- Colleagues
- Alumni
- General Public
- Retailers
- Similar students
- Professionals
- Social Service Agencies
- Local/State/National Decision Leaders

Directions: Use the “Working Contacts List” section of this worksheet to record information you accumulate about the people you contact and what you learn from them.

For example:

<p>Contact</p> <p><u>John Doe, Kraft Foods</u></p> <p>name/affiliation</p> <p><u>Corporation, Telephone Interview</u></p> <p>category/contact method (See “Audience & Issue Verification Aids.”)</p> <p><u>Consumer uncertainty about food safety is big problem.</u></p> <p>what learned (See “Audience & Issue Verification Aids.”)</p> <p><u>(See notes.) Educating consumers will solve problem. Many worried consumers call him each month with questions.</u></p> <p><u>Better on solutions than causes. High-credibility contact.</u></p>

Working Contacts List

<p>Contact</p> <hr/> <p>name/affiliation</p> <hr/> <p>category/contact method</p> <hr/> <p>what learned</p> <hr/> <hr/> <hr/> <hr/>

<p>Contact</p> <hr/> <p>name/affiliation</p> <hr/> <p>category/contact method</p> <hr/> <p>what learned</p> <hr/> <hr/> <hr/> <hr/>

(OVER)

Working Contacts List

Contact

name/affiliation

category/contact method

what learned

Contact

name/affiliation

category/contact method

what learned

Contact

name/affiliation

category/contact method

what learned

Contact

name/affiliation

category/contact method

what learned

Contact

name/affiliation

category/contact method

what learned

Contact

name/affiliation

category/contact method

what learned

