



Communication Planning Worksheet 3: Identify and Assess your Target Audience

- ❖ **Decision Maker(s):** Who can make your objective a reality by taking a specific action? This person or group is your target audience.
- ❖ **Core Concerns:** Think about who this individual or group is and what they care about by answering the following questions: what is their greatest concern/priority in life; what do they believe about your topic or project; who do they listen to/respect/trust?
- ❖ **Potential Barriers:** Consider what potential barriers might stop your audience from taking action/supporting your cause.
- ❖ **Connections:** Consider what connections you have with this person/people. Can you reach out to them directly or through another connection (e.g., an influential person they listen to/respect/trust)?

Example objective: *Engage 30% of fishers from Ville and St. Coral in the decision-making process to establish a new MPA for Klemit Reef Atoll by 2020.*

Target Audience, i.e. Decision Maker	Core Concerns and Potential Barriers to Taking Action	Connections and Potential Influencers
<p><i>Example: Approximately 100 fishers from St. Coral who use the Atoll as a fishing ground for lobster.</i></p>	<p><u>Core concerns:</u></p> <ul style="list-style-type: none"> -Catch enough to provide for family -Teach children how to fish -Save money to buy a house <p><u>Barriers:</u></p> <ul style="list-style-type: none"> - No free time to participate in meetings - Doesn't think contributions via meetings will influence MPA design - Doesn't see value of MPA 	<ul style="list-style-type: none"> -Most fishers are members of a fishing association and you went to the same school with one of the association presidents -You've been buying lobsters from fishers in St. Coral for years -You're friends with a few well-respected fishers from both communities

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This worksheet has been developed based on the Smart Chart strategic communications planning tool from Spitfire Strategies. To learn more, visit: reefresilience.org.