

Audience Worksheet

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If we are ultimately trying to build a pro-immigrant majority in this country, we need to be able to reach, engage, and move a large number of people. This will involve two goals: to shore up and activate our core audiences, and to reach and persuade stretch audiences.

Core audiences are audiences whom we consider to be fundamentally in agreement with us already. **Stretch audiences** are those who are not yet with us, but could be with some effort and intervention. Both stretch and core audiences exist amongst liberals, conservatives, independents and everyone in between. Every organization will have their own core and stretch audiences that they define based on the goals of their campaign, initiative, or strategy.

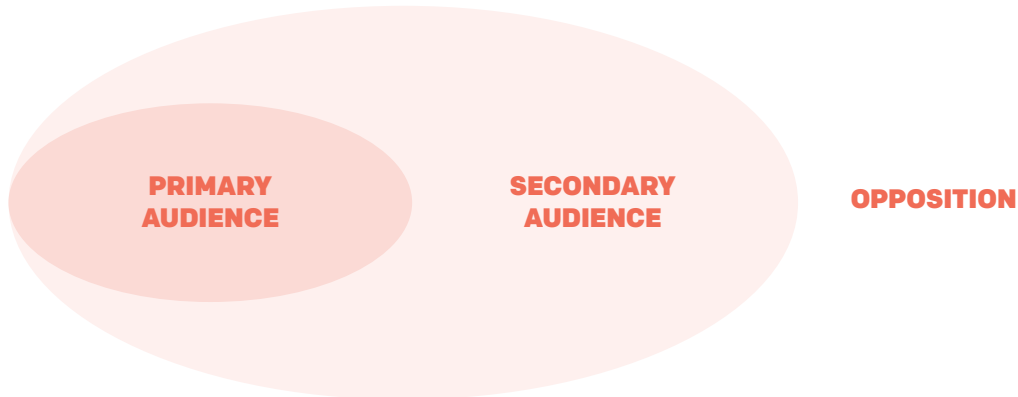
Among possible core and stretch audiences, you'll find a variety of people with different core values, cultural consumption habits, and worldviews. Different narratives, stories, and messengers will land differently with these different audience segments.

When you get to the point of designing a narrative project, you need to be very specific about who you are designing it for. This is your **primary audience**, the audience whom you most want to reach and move. You may also think about your **secondary audience**, the audience who might encounter your project and who you have some intention to engage, but who is not your primary target. You may also need to take into account your **opposition audience**, an audience who will resist or challenge your project. You may not target them directly, but it will be important and sometimes strategic to anticipate their reactions.

Understanding the audience your project is targeting (your **primary audience**) is one of the most important elements to be able to achieve narrative success. This worksheet will help you identify your audience(s), outline their characteristics, and figure out what narratives and content might resonate with them.

Identifying Your Audience

IDENTIFYING YOUR AUDIENCE



1 Who do you want to reach with your narrative project?

Describe your audiences:	
Primary Audience <i>This is the audience you are directly targeting with your project.</i>	
Secondary Audience <i>This is an audience who might encounter your project, and whom you have some intention to engage, but who is not your primary target.</i>	
Opposition <i>This is an audience who will resist or challenge your project. You will likely not target them directly, but it will be important to anticipate their reactions.</i>	

2 Why focus on this particular primary and secondary audience? What are the strategic benefits of reaching these audiences?

3 What do your audiences care about?

	CORE VALUES	WHAT MOTIVATES THEM	WHO OR WHAT INFLUENCES THEM?
Primary Audience			
Secondary Audience			
Opposition			

4 Where are they? Where will you reach them?

	Where do they spend time? (be specific about their places of engagement)	What do they do for fun/learning/improvement/spiritual experiences?	What media/art/culture/ influencers do they engage?
Primary Audience			
Secondary Audience			

5 What challenges do you foresee in reaching these audiences?

6 How might your audiences receive and react to your selected narrative?

	What about your narrative would resonate with them?	What confusion or disconnection might they experience? What might they not understand?	What criticisms might they have? (e.g. if dominant narrative is winning)
Primary Audience			
Secondary Audience			
Opposition			

7 How might your opposition react to your narrative?

8 How might your opposition's reaction to your narrative strategy help build your audience? How might you create narrative on-ramps or conditions to favorably activate your secondary audiences? (We're playing narrative chess here — anticipate the reaction to the reaction.)