

TARGET AUDIENCE PLANNING FOR ALL FRONTLINE ADVOCACY STAFF

WORKSHEET

Library Location/Department

Activity	Activity Tasks	Library Data	Staff Member	Target Audience "Who"
<p>Bring your staff together to discuss the makeup of your library's target audience.</p>	<p>Prepare staff for discussion.</p> <p>Schedule in time for group brainstorming.</p> <p>Structure a group meeting.</p> <p>Design meeting data-gathering.</p>	<p>Target Audiences</p> <ul style="list-style-type: none"> a. Parents and caregivers? b. Regular computer users? c. Book club members? d. Teachers? e. Children and teens? f. Library customers they know? g. Staff family members? h. Staff friends? i. Staff neighbors? j. Library neighbors? k. People with whom staff do business? l. Seniors? m. People who attend classes and programs that the library offers? 		

		<ul style="list-style-type: none">n. People who check out movies and music?o. People in the business community?p. Elected officials?q. Community activists?r. Other?s. Other?		
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Consider what this target audience needs to know and how your staff can best reach them.

Target Audience

What does your target audience know and think about your library right now?

What do they need to know to help you reach your library's goal?

How will *they* be better off if you reach your goal?

What are the best ways to communicate with them?

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