

communications media/delivery brainstorm worksheet

Generic Audience Description:						
Segmentation	Delivery					
<i>Are there natural groupings of your audience? Consider attributes from audience brainstorm.</i>	Electronic access <i>List existing distribution lists, listservs, e-newsletters</i>	Social media <i>Consider the specific places within social media platforms that your audience (segments) use.</i>	Meetings & events <i>List formal (conference) and informal (staff meeting) places your audience (segments) gather</i>	Traditional media <i>List any specific publications or media vehicles that are highly focused on your audience</i>	Interpersonal <i>List key individuals that could and should be reached via 1:1 contact</i>	Places <i>List any physical places where your audience (segment) spends significant time</i>
Metrics	<i>X# of lists X# of times Response</i>	<i>SM Metrics, X# exposures Response</i>	<i>X# of events X# recruits Response</i>	<i>X# exposures Reach/frequency; media metrics</i>	<i>X# individual Response/move to action</i>	<i>X# placement For how long Response</i>

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Worksheet instructions

<p>Step #1:</p> <ul style="list-style-type: none"> Clearly define your audience: write it in "generic audience description" 	<p style="text-align: center;">EXAMPLE</p> <p>Target Audience: Female referees</p>
<p>Step #2:</p> <ul style="list-style-type: none"> Generate a list of possible audience segments. <ul style="list-style-type: none"> Consider elements from the audience brainstorm and segments created by how your audience acts, what they do, think about themselves, lives, etc. Review the delivery columns – does this inspire any ideas? Imagine a day in the life of ... what kind of media behavior do you imagine? 	<p>Possible segments:</p> <ul style="list-style-type: none"> Where they live (geographic) Professional vs. college vs. high school vs park and rec Students learning to become referees By type of sport (basketball, hockey, etc) Identifies as an athlete. Identifies as a female athlete. Ideological: Feminists? Volunteers? Component of another job: Coaches, semi-pro athletes Sexual orientation: LGBT?
<p>Step #3:</p> <ul style="list-style-type: none"> Start brainstorming possible distribution opportunities Consider your audience as whole AND segment by segment You may uncover more and different segments (inspired by media/reach opportunities) – add them to the list. When you don't know anything about the audience do this as a list of questions (see example) 	<ul style="list-style-type: none"> Is there a list serv for referees? For females specifically? A professional association? A FaceBook or Linked In group? When is their annual meeting? Do they watch ESPN? Who are the big voices that everyone listens to? Is there a certification process? Educational programs? Do they go the gym? Do a high percentage live in urban v. rural? College towns?
<p>Step #4:</p> <ul style="list-style-type: none"> Do your research! Find representatives from your audience or audience segments and ask them. 	<ul style="list-style-type: none"> No specific listserv, but everyone is on the "whistlestop" reader board. Aspiration is for college athletics, not professional. ESPN commentator Rebecca Lobo is the voice for all

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Step #5:

- Work up a list of concrete list of opportunities and do a quick analysis
- Pick a reasonable number to pursue and commit to metrics, responsibilities and due dates.
- Optional: Double that number as a stretch goal. Re-visit this next set when you are done with the first.

Analysis questions:

- Can I get access to this without a lot of hassle or \$ (budget)?
- Any prior experience/insight?
- If I put it into this venue, what % of the viewers are actually my audience and what % are NOT? Any concerns?
- Is there anything about my message/communication materials that doesn't fit or align with the venue? Elephants.
- Where will I get the biggest bang for my buck?
- What is the low hanging fruit? (easiest!)
- Is action/response super important to me? Do my media/distribution choices support that?