

What do different audiences think about AYS? What do they care about? What do we want them to know? For semi-engaged

audiences or individuals, communications work to drive affinity and affect a positive opinion. For engaged audiences or individuals, communications focus on maintaining interest, encouraging ambassadorship, word-of-mouth and increasing reliance on the AYS as a resource. As you develop communications, connect with specific audiences by highlighting the key messaging that resonates with them.

Audience Worksheet

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | **1: We embrace the advantages of our urban Atlanta location which places us at a critical center of influence.** | **2: We advance good policy by adapting and developing innovative research and programs.** | **3: We deliver immersive experiences to empower a new type of leader to thrive in an increasingly digital world.** | **4: We foster a strong, interdisciplinary approach informed by our culture and legacy of diversity and inclusion.** |
| **Alumni** |   |   |   |   |
| **Community Partners** |   |   |   |   |
| **Funders/Friends** |   |   |   |   |
| **Nonprofits/NGOs** |   |   |   |   |
| **Peers/Colleagues** |   |   |   |   |
| **Prospective Students** |   |   |   |   |
| **Public Sector** |   |   |   |   |
| **OTHER:** |   |   |   |   |
| **OTHER:** |   |   |   |   |
| **OTHER:** |   |   |   |   |

1. ***Rate each message’s relevancy to the audience:*** *High, Medium, Low, None*
2. ***To the left of the chart, rank audience by priority for you.*** *\*Prioritize your top 4-5 audiences.*
* **Give your reader a reason to care**. Lead with the benefits for the audience and back them up with proof points.
* **Tell the why we do things.** By moving beyond the facts, our audiences can connect with AYS.
* **Prioritize your audiences.** Audiences differ in their perceptions, levels of knowledge and desired interaction with AYS. Segment and target audiences accordingly.