

Communications Plan Worksheet - Target Audience(s)

Primary Target Audience(s): (Who is affected; whose behavior are you trying to influence?) List in priority order.

1. _____
2. _____
3. _____

Specific Target Segments: (List any sub-segments by behavior and other variables, such as race, ethnicity, gender, age, income, geography, and language)

1. _____
2. _____
3. _____

Secondary Target Audience(s): (List those who influence the primary audience(s) or help implement the program)

1. _____
2. _____
3. _____

Communications Goals: (Specify measurable desired outcomes)

1. _____
2. _____
3. _____

Communications Objectives: (Intermediate steps to achieve goals, such as changes in knowledge, attitudes, and skills; quantify when possible)

1. _____
2. _____
3. _____

Communications Channels to Reach Each Target Audience: (For each audience, identify your object and the relevant channels)

Audience #1

Channels: _____

Objective: _____

Audience #2

Channels: _____

Objective: _____