



# AUDIENCE DEVELOPMENT SUMMIT

# ORGANIZATIONAL ACTIVITIES WORKBOOK



The Audience Development Summit is designed for public media leadership, like C-level, VPs, and director-level professionals, to bring their teams together to focus on connecting with and serving new audiences.

To get the most out of the Summit, stations should assemble a team of staffers in content, development, and marketing. Each day of the Summit, this team will have the time and resources to begin planning audience development work using the tools and strategies provided in this workbook.

NOTE: if your organization has clearly identified target audience(s), has done research on their needs and preferences and is robustly engaged with the community - well done! You can use this time for updates, to discuss the presentations so far, or your team can take a break.

If not, here is our suggested plan for team activities during the Summit.

**Before you arrive at the Summit, your team will need to prepare and gather the following materials:**

1. Finalize the team of staffers that will attend from your organization. Your team should include individuals who have knowledge and authority in the areas of content, development, and marketing. Determine if your team will work together in-person or virtually and set up those venues (conference room, online meeting platform).
2. Bring the details of your current audience(s):
  - a. Broadcast: Size, demographics, and loyalty of the audience
  - b. Digital: Size of audience and loyalty of the audience, any demographic data you've been able to gather
  - c. Other audience research: If your organization has done research on current or potential audiences over the last two years, have it on-hand to help inform your discussions.
3. Take a few minutes to consider your audience potential based on the latest [Census data](#) and your signal's geographic footprint. Search by state, county, city, zip codes, or multiple towns to view demographic and population statistics.

**NEED HELP?**

Summit staff is available to answer your questions! Let us know how we can help [here](#).

# ORGANIZATIONAL ACTIVITY 1

Tuesday, April 26th, 2:00–3:00p ET / 11:00a–12:00p PT

Your team will work together to review the data you have collected about your community to identify a target audience you would like to engage and serve. The target audience can be a specific age group, racial and/or ethnic identity, or a combination of all of these characteristics.

## Goal of the Activity:

Name your target audiences: Who do you want to reach that you're not currently reaching and why?

## PART 1:

Fill out the chart below based on the information that you have today, noting the source.

<b>Who is your target audience and what do you already know about them?</b> <i>Be as specific as possible.</i>		<b>What is your source for this information?</b> <i>Census data, original quantitative research, focus groups, etc.</i>
<b>Age range</b>		
<b>Racial groups or specific ethnicities</b>		
<b>Where do they live?</b>		
<b>What are their interests &amp; values?</b>		
<b>What are their lifestyle &amp; behaviors?</b>		
<b>What are their needs or concerns?</b>		
<b>How much of your current audience fits this description?</b>		

# ORGANIZATIONAL ACTIVITY 1

Tuesday, April 26th, 2:00–3:00p ET / 11:00a–12:00p PT

## PART 2:

Based on the information you gathered above, create a clear and concise statement about your target audience below.

**Our target audience is:**

**Why is this your target audience? State clear quantitative and qualitative reasons.**



# ORGANIZATIONAL ACTIVITY 2

Wednesday, April 27th, 2:00–3:00p ET / 11:00a–12:00p PT

Now it's time to outline strategies to engage with your new communities. Who likely interacts with your new target audience? Who is currently serving them? What organizations are a part of this community? If there are members of your staff from the community you are targeting, plan to ask them for their thoughts!

## PART 1:

In the table below, begin creating a community resource database. Identify and look into news outlets, social organizations, business and professional groups, educational organizations, arts and culture groups, and other nonprofit organizations that serve this audience.

**Create a community resource database starting here:**

<b>Organization Name</b>	<b>Type of org</b> <i>(media, arts, newspaper, weekly, nonprofit, etc)</i>	<b>Do we have any current relationships or partnerships?</b> <i>If so, outline. If unsure, plan to find out.</i>	<b>Plan your first point of contact.</b> <i>Find out who leads the organization and who on your team might be a good fit to reach out.</i>

# ORGANIZATIONAL ACTIVITY 2

Wednesday, April 27th, 2:00–3:00p ET / 11:00a–12:00p PT

## PART 2:

Next, discuss how you can begin to engage with and best serve your target audience using the information you have collected so far.

How might you better understand your target audience and/or connect with them? For example, surveying, focus groups, roundtable discussions, or town-hall events.

Consider what you can offer these new audiences and communities instead of just considering what they can offer you. Working with community organizations can develop into many different products, projects, and events.



# POST-SUMMIT

Congratulations! You started a plan! You have covered a lot of ground in a very short amount of time, and of course, there will be more conversations and refinement as you continue to reach your new audiences and communities.

It is incredibly important to create accountability so this work doesn't slide onto the back burner. Use strategies like the [RACI](#) matrix to determine responsibility and the [SMARTIE](#) method to build inclusion and equity into your strategic, operational, and tactical goals.

Next, we encourage you to determine when you will meet next to follow up on the Summit to keep the momentum going. We recommend meeting at least bi-weekly.

## **The next topics to tackle should include the following:**

- Setting and clarifying goals
- Determining the metrics for progress and success

## **OUR NEXT PLANNING MEETING WILL BE ON:**

### **Date/Time:**

**Feeling stuck?** Want to connect with other organizations about their Summit work? Just need someone to bounce ideas off of? We're here to help.

### **Greater Public:**

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