

Exercise 4: Getting to Know Your Audience

A multi-step exercise in audience segmentation

Important caution: We are suggesting you do the following exercise with your chosen (or assigned) partner(s). However, due to the corona virus pandemic, we ask you to *do this exercise virtually*, i.e., to talk by phone, Skype, or any other social media app you feel comfortable with. If you cannot use any of the virtual options and are meeting in person, please adhere to all local guidelines on social distancing during the COVID crisis: maintain at least a 1.5 m distance to your partner(s) and other people. Behavioural guidelines during the pandemic are updated frequently and you can see the latest at the [WHO website](#) and, particularly, the [Seychelles Department of Health](#) guidelines.

Purpose of Exercise

The purpose of this exercise is for you to:

- *Identify an audience you want to work with* (for the sake of this exercise or in real life)
- *Begin getting to know your audience in more detail*, using some guiding questions that can be used at any time when you communicate with different audiences
- *Set yourself a challenge* by choosing an audience you find somewhat challenging to work with

Needed Supplies

- Pen and paper or Notebook/journal
- The worksheet on page 3

Time Requirement

30-90 minutes (depends on needed research)

Instructions

1. Virtually connect with your training partner(s) to *discuss and decide on an audience you would like to focus on* for this exercise.
 - This may be an audience you *already work with* or an audience you plan to *work with in the future* but have no experience with yet;
 - This may be an audience you work with *professionally* (e.g., your colleagues, staff, boss, or a constituency or partner you need to work with) or in your *personal life* (e.g., family members, friends);
 - This could be in any sector, within Seychelles or beyond, in any demographic of society or a mix of them, but *choose a distinct group*; and
 - This may be an audience you find *easy to work with* or one that you find *more challenging*. **We want to encourage you to select the more difficult one because your learning opportunities are greater**, but you can start with an easier group and repeat the exercise with the more challenging group. You may also find that for one of you, the selected audience is easy while for the other partner that same audience is more of a challenge. For example, you might select a group of tourists who come to Seychelles for coral reef snorkelling. Among them may be tourists who know about climate change and come to see them for the last time because they are convinced all corals will die, while other tourists don't know anything about the issue and

don't care to know. One of you may select the first subgroup and the other one of you select the second. As you work through the exercise together, you can help each other out with each other's respective subgroups.

- Be sure to *be specific*. Don't just say "resource managers" or "business people", but specify which resource managers or business owners in which organizations/sectors and where.
2. Once you agree on an audience, *use the worksheet on the next page to begin to get to know your audience*. What do you know about your audience already? If you are familiar with the audience, this may be relatively easy, and still you may have some important gaps; with audiences you are less familiar, there may be more questions you can't immediately answer. Note, you may return to some of the lecture in Unit 1, part 2 on things that make communication of climate change difficult; you may also want to review some of the differences among the "Six Americas" to stimulate your thinking.
 - How can you find out answers to the unanswered questions? – do you know anyone you can ask? Can you explore your audience on the internet a bit to get some answers? Is there anyone in the rest of the training group you could contact to find out? (See the Participant List in the Google Folder for this course.)
 - Agree on who of you will find out which information so you can share the work and together collect as much information as you can to describe your audience in as much detail as possible. You may need to take a break to do this research and reconvene at a later time.
 - Make sure that you add any notes at the bottom of the sheet on additional information you may have on your selected audience that may be helpful.
 3. When you have the additional information collected, reconvene with your training partner, share the information collected and complete your audience profile. *Be as specific as possible!!!*
 4. Discuss what you think might make it difficult to communicate with this audience and what might help? Take notes on your discussion in your notebook/journal.

Note: We will build on this exercise throughout the remainder of Unit 2 and in future Units, so please keep a copy of your worksheet and notes for future reference.

The next phase of this exercise (on the last page) should only be completed after watching the lecture video Unit 2 – Part 2.

Your Audience of Choice: _____

<p>Describe your audience in demographic terms (age, gender, educational level, ethnicity, socio-economics, physical ability, etc.)</p>	
<p>Describe your audience in terms of political ideology and attitudes toward government, the private sector, civil society</p>	
<p>Note any values your audience holds, their worldviews, their stance vis-à-vis life, the future, different actors in society, humans in general, technology, nature, etc.</p>	
<p>Describe your audience in terms of what they know or don't know, believe or distrust about, climate change (science, impacts, solutions)</p>	
<p>Describe any concerns, worries your audience may have regarding climate change. Are their specific threats or vulnerabilities they might experience?</p>	
<p>Describe any ways in which your audience is engaged already with climate or environmental action (taking/resisting actions)</p>	
<p>Describe any actions that others in similar positions are already taking (e.g., similar audiences elsewhere or people facing similar threats locally)</p>	
<p>Any other notable traits of your audience that may help or hinder communication</p>	

Exercise 4 (continued)

Instructions:

1. After watching the lecture video Unit 2 – Part 2, reconnect with your training partner(s) and *brainstorm a specific goal, an outcome you want to achieve with your audience*. This might be
 - An action you want them to take;
 - A behaviour you want them to take on or change;
 - A policy you want them to support;
 - Or something else.

Please be as specific as possible. For example, you might want them to attend an upcoming public hearing (on a certain date at a specified location) and actively engage in shaping the adaptation plan for your community or you might want them to become the model of all hotel owners in Seychelles in terms of low-energy use in their hotels etc.

2. *Reconsider your audience:* who within that audience can make the biggest difference to help you reach that goal? Are there key leaders who are widely respected? Are there individuals who like to be seen as “the first”? Are there any gate keepers who – if they change – everyone else will follow? Are there particular individuals or entities that control or have power over the outcome? – In other words, who REALLY can help make the difference? For example, you may have chosen as your initial audience a group of tourists and your goal was to change a particular behaviour, but if you reached out to the tour guides who talk to the tourists on a daily basis, you might have a much better chance at actually reaching the tourists who are eager to learn from the tour guides.
3. Thinking through the goal and iterating on the audience will get you to your *primary audience*. If the primary audience is different even in the slightest from your initial audience, please *use the worksheet on p.3 again and modify, correct, amend or fill it out fresh* for your primary audience.
4. Changing to a different primary audience may also imply that you must *change your goal*. For example, if your goal was initially to change a certain behaviour of tourists, but then you realized you needed to focus your communication not at them but at the tour guides, your revised goal is oriented toward the tour guides, and it may be to get them comfortable talking about climate change to vacationers. Closely considering what you now know about your primary audience, what is your revised goal? In the matrix below, *specify your original audience and goals and your primary audience and associated revised goal*.

	Initial Goal	Revised goal
Initial audience		
Primary audience		