

Module 2

This module will cover:

- How to identify your target audience
- What role different audiences play in your campaign

Audience: identify target audience

Essentially target audiences are any individual or group affecting the organisation in pursuit of its business. For PR planning the audience can be broken up into:

- those who can take action for or against the audience and
- those who can influence what the audience thinks and does.

For planning purposes these audiences must be broken down again into manageable sizes depending on the number of people in each group, the methods likely to be used to communicate to them and their importance in the particular programme.

For example, most sporting organisations have a relatively local target audience so listing the general public in Sydney as a target audience is not very helpful.

Your general public is more likely to be:

- people living in the local area
- people within a certain age bracket who play or have an interest in your sport
- the local media
- potential participants
- sports administrators
- local businesses – sponsorship opportunities
- local council staff and councillors
- local VIPs
- professional or elite athletes who play your sport
- sporting and advocate organisations such as the Australian Institute of sport (AIS), Australian Womensport and Recreation Association (AWRA)

As an example, consider a scenario where a new netball club is about to launch. For the start of the netball season you need to recruit players, officials (coaches, umpires, administrators) and media support. Their key target audiences will include:

- local schools
- existing sporting clubs in the local area
- existing netball teams in catchment area

Handy Tips to Help You Define Your Target Audience:

Think about all the people and groups you communicate with on a regular basis or at least try to communicate with on a regular basis. Go back through recent correspondence or event invitees to identify them.

Ask:

1. What sort of audience are they?
2. Whom do you want to communicate with?



- umbrella sporting organisations (e.g. State Netball Association , Netball Australia, regional and/or state institute of sport)
- local businesses including Chamber of Commerce
- local council
- State and Federal MP's
- local Media
- online forums such as www.Clicksport.com.au or www.netballonline.com

Exercise 2

Think about your club or association and list your key target public audiences. At this stage they do not need to be prioritized. Try classifying your audiences in terms of those who can take action for or against the audience and those who can influence what the audience thinks and does.

Alternatively refer to previous example and categorise the audiences listed.

TARGET AUDIENCES
AUDIENCES TAKING ACTION FOR OR AGAINST YOU
AUDIENCE INFLUENCERS