**Identifying Audiences and Key Constituencies**

Questions and considerations:

* Characteristics: Who will participate in, use, and/or benefit from the project? Is there a specific group already asking for this resource? Who?
* Resources: What are the technical abilities, constraints, and resources of potential project audiences?
* Relationships: What relationship do my audiences have with our institution(s)? Do we need to build bridges and relationships?
* Primary and Secondary Audience: The “general public” is too general an audience. The more specific your audience is the more likely you are to meet their needs.
* Internal Constituency: Within your organization, what is the key constituency you need to engage, involve and persuade?

Primary audience

|  |  |  |
| --- | --- | --- |
| Characteristics | Resources | Relationships |
|  |  |  |

Secondary audience

|  |  |  |
| --- | --- | --- |
| Characteristics | Resources | Relationships |
|  |  |  |

Internal constituency

|  |  |  |
| --- | --- | --- |
| Characteristics | Resources | Relationships |
|  |  |  |