Identifying Your Audience and Setting a Clear Communication Goal
Exercise 2 –
ID your audience and communication goal(s)

**Activity**
- Split into groups by region
- Define your audience, agree on a specific group
- Brainstorm a goal for your target audience
  - What do you want them to do or change?
  - What do you want them to know/understand?
  - What is the desired response/behavior change?
- Refine goal in several steps
- Use your worksheet as an aid!
Step 1: Decide on a Specific Audience

Some examples....

- City Council
- Engineers/Stormwater managers
- Developers/real estate
- Local planners
- X Faith-based group
- X Environmental group
- Natural resource managers
- Chamber of Commerce
- Youth/students (age?)
- Farmers/fishermen
- Property owners
Step 2: Brainstorm a Goal

- Brainstorm a goal for your target audience
  - What do you want them to know/understand?
  - What do you want them to do or change? What is the desired response/behavior change?
  - Start thinking about what it will take to make that happen

- Bring your experience together
- Build on each other’s expertise
Digging deeper: Getting to know your audience

- Who makes what decisions?
- Influentials?
- Who can de-polarize?
- Their thoughts, beliefs?
- What do they care about?
- What gives them meaning?
- Aspirations? Identity?
- Language?
Identifying opinion leaders & influentials

- What makes someone an opinion leader?
  - Competence that is known to others
    - Past achievements
    - Skills
    - Type of work
  - Position
  - Occupation of a central position in a network
  - Accessibility
  - Influence over the flow of information
  - Often strong interpersonal and communication skills
  - Knowledgeability
  - Holds values others respect, share, and aspire to
Step 3: Describe your target audience in detail

- Specify audience further and describe it
  - Who exactly will you communicate with?
  - What do you know about the values they hold dear?
  - What do you know about their attitudes toward climate change, any impacts, related issues?
  - What are their concerns and priorities?
  - What are their aspirations (personal, professional)?
  - How much do they already know about climate change impacts?
Classes of goals for climate communication and engagement

- Inform and educate about climate change, impacts, and solutions

- Mobilize people to actively engage
  - Public consultation or dialogue
  - True participation in developing plans, making decisions
  - Action or behavior change
  - Support for local to high-level leadership and policy

- Initiate deeper social, cultural changes
  - Prepare for transformative change
  - Establish or shift deeply held beliefs, views, values
Your “Theory of Change”

- What do we want to ultimately achieve?
  - How will that look? How do we know?

- What will have to happen before we get there?
  - How will that look? How do we know?

- What will we do to make that happen?
  - What activities will we undertake, with whom?
    - What could get in the way?
  - How much time will it take? Do we have that much time?

- What resources and skills do we need?
  - How can we get them?

**Long-term Impacts**
- Change in conditions (social, economic, environmental, civic), norms, values, worldviews

**Medium-term Outcomes**
- Change in actions, behaviors, practices, decision-making, policies, collective action

**Short-term Results**
- Learning, change in awareness, knowledge, skills, opinions, vision, motivations, aspiration

Activities
Step 4: Revisit and revise communication goal(s)

- Refine your original goals
  - Do the goals still make sense?
  - If not, how should the goal(s) be changed?
  - Specify near-term outputs and results, medium-term and longer-term outcomes (if applicable)
  - How will you know when you succeed?
  - What crucial information is missing that you would want or need to know?
Lunch break:
12:30-1:30pm