

How Do We Use Data to Communicate?

Audience and Data Worksheet

Use this worksheet to help you think strategically about integrating data into communications that are tailored for your intended audiences. Use one worksheet for each individual/specific group of people.

<p>Communication Goal: <i>What do you want those hearing your message <u>to do</u>?</i></p>	
<p>Audience Segment: <i>Who can help you reach your goal? List a person or group.</i></p>	
<p>Audience Profile</p>	
<p><i>What concerns does this audience have?</i></p>	
<p><i>What are our shared values?</i></p>	
<p><i>What are the benefits to <u>them</u> if they do what we want them to do?</i></p>	
<p><i>What barriers do they need to overcome to take this action?</i></p>	
<p><i>What sources of information do they trust? (including specific individuals)</i></p>	
<p><i>Other (e.g., key dates, such as budget deadlines):</i></p>	

Data Preferences: what “proof” is this audience looking for?

Quantitative Data (data that are measured; numbers)	They Want It	We’ve Got It	Qualitative Data (data that are observed; descriptions)	They Want It	We’ve Got It

Presentation Preferences: what’s the best way to [convey data to this audience?](#)

Charts/graphs		Social math* (linguistic)		Social math (visual)
Photographs		Infographics		Other:

Delivery Preferences: what’s the best way to deliver the data to this audience?

Face-to-face meetings		Group presentations		Public testimony
Narrative reports		Factsheets		Brochures
Posters/flyers		Media coverage		Web site
Email/listserv		Newsletter/e-newsletter		Social media (e.g., Facebook)

* The Advocacy Institute and Berkeley Media Studies Group describes *social math* as a process for communicating statistics in order to make large numbers comprehensible and compelling by placing them in a social context that provides meaning.