

Media Training Messaging

Audience Analysis Worksheet

1. Who is your audience?

2. What is the topic you will be discussing?

3. What is your point of view? What are the most important points you want to make?

4. Now put yourself in your audience's mindset? What are they wondering? What so they think of this topic? What are they interested in? What are they concerned about regarding this topic?

5. Compare your answers in #3 and #4. What are the similarities? What are the differences?

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Preparing for Q and A Worksheet

List the questions your audience is likely to ask. Then, jot down three or four bullets under each question as the framework for your answer. Print as many copies of this page as needed.

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NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.