Audience Profile Sheet

**Reader:**

Colleagues and other professors in the field

**Reader’s Background:**

* Colleagues in the English Department and at Cameron University
* Instructors and professors of technical writing or communication

**Reader’s Expectation of the Website**

Both parties would expect to find information about the professor’s classes – what he is teaching, what innovated methods he is using, etc.

Readers would also expect to see the research the professor is completing and previous published articles.

Depending on the reader’s background, he or she may care about the look of the website. However, many readers will want a clean and easy to navigate website to get them to the content they care more about.

**Reader’s Purpose in Accessing Website**

Other professor may access this website to find his course information, see and look into his research and published articles, look at what teaching strategies and methods he is using in his courses, etc.