Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Audience Matrix

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Types of**  **Audiences** | **What will they do with the information?** | **What professional interest and/or training do they have?** | **How do they feel about the subject? Any related interests?** | **Where will they read it, and from screen or print?** | **Are there any kinds of office politics or cultural barriers?** | **What kind of ethics do they expect?** |
| **Primary**  **(decision makers)** |  |  |  |  |  |  |
| **Secondary**  **(affected by info)** |  |  |  |  |  |  |
| **Tertiary**  **(outside the group)** |  |  |  |  |  |  |

Source: Harty, p. 183, Johnson-Sheehan p. 27-30

**YOU**

**Close proximity to your group**

**Your  
group**

**Elsewhere in the organization**

**Outside the organization**