



# MAPPING THE MESSAGE: Audience-Centered Communication Strategies

## Part I: Identify Your Communication Cycles

List one semester-based or annual communication you manage.

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List one program-specific or rolling communication you manage.

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## Part II: Map Your Audience

Choose one of the communications you identified. Map two audiences for that communication.

### **Audience One**

Audience group \_\_\_\_\_

What they need to know \_\_\_\_\_

Why they need to know it \_\_\_\_\_

When they need to know it (cycle) \_\_\_\_\_

Best channel to reach them \_\_\_\_\_

Tone/voice considerations \_\_\_\_\_

### **Audience Two**

Audience group \_\_\_\_\_

What they need to know \_\_\_\_\_

Why they need to know it \_\_\_\_\_

When they need to know it (cycle) \_\_\_\_\_

Best channel to reach them \_\_\_\_\_

Tone/voice considerations \_\_\_\_\_



# MAPPING THE MESSAGE: Audience-Centered Communication Strategies

## Part III: Craft Your Message

Select one of your mapped audiences and craft a message for them. Write a three- to four-sentence message. Include a subject line and call-to-action.

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## Part IV: Say Less

Use the space below to edit the passage on the screen.

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**Reflect:** Having practiced brevity, how would you edit the message you created in Part III?