

Determining the Audience

Directions: Use the table below to begin determining your audience for dissemination.

- **Audience groups:** What are the large groups of people who need to hear about your findings? (For example, parents, staff, funders, staff from outside organizations, community members, state education agency officials.)
- **Specific individuals or organizations:** Are there specific individuals or subgroups within the larger groups who you want to target? Are there organizations such as intermediaries that may be able to help you access the audience?
- **Purpose:** Why does the audience need to hear about your findings? What do you hope to gain by sharing the findings with them?
- **Use of findings:** How will the audience groups you identify use the findings? What will they learn from the findings?

Audience Group	Specific Individual or Organization	Purpose	Use of Findings
Example: <i>Parents</i>	<i>Jill Ramos (Parent-teacher organization president)</i>	<i>Support for the initiative</i>	<i>To understand how the program improved outcomes for their children</i>
Example: <i>Funder</i>	<i>Lin Yu (Program officer)</i>	<i>Continued funding</i>	<i>To understand if the program achieved its goals and if it should continue to be funded</i>

Audience Group	Specific Individual or Organization	Purpose	Use of Findings

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