Questions to Answer as you Plan for New Or Expanded Audiences
StEPS-Audience
June 29, 2015
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Who are your current audiences?
Are they ones you want to reach?
What audiences are you interested in?
Do you have current audiences that can be downsized?

Where do you want to interact with your audiences?
Site visits
On-line
Publications
Cooperative ventures
Off-site venues
Social media

How do you want to interact with your audience?
Tours: of your property; to other properties
Special events/ programs
Exhibits
Blogs, tweets, facebook [Social media]
Newsletter- printed
Newsletter, e-blasts [digital]

Why do you want to reach new audiences?
Increase revenue
Increase membership/visitation
Expand interest in local/regional history
Increase visibility in and impact on local community

What does your community want from you?

What are the best ways to reach your targeted audiences, both existing and new?

Do you have the resources to expand your audience?
Staffing
Money
Time
Technical know-how
Physical plant
What are the critical needs that must be in place for you to successfully increase your audience?

How can you meet these needs?

What will speak most strongly to the audience you want to reach?
   - Stories you can tell
   - Objects in your collection
   - Physical plant: the buildings, location itself

Will shifting your focus, your story, reach your audiences more effectively?