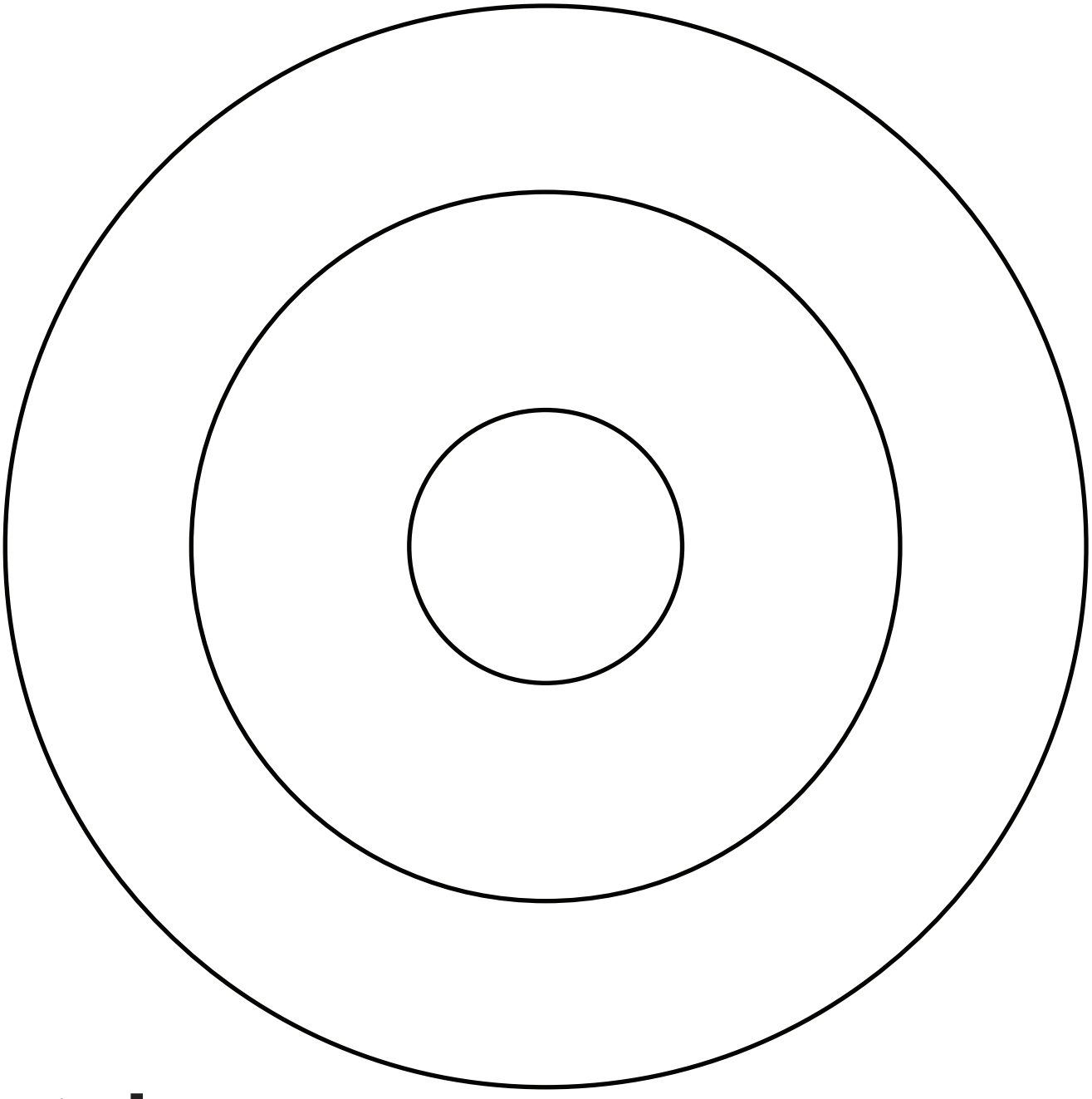
BEYOND THE BOX

WORKSHEET

TARGET AUDIENCE

Atlanta Regional Commission

- **Primary Audience** – Who is directly being targeted with this engagement?
- **Secondary Audience** – Not directly working on project, but will learn about the project along the way; no word of mouth, connected community, family, etc.
- **Tertiary Audience** – Online/distributed - No direct access to project or people involved - general community.



WORKSHEET
TARGET AUDIENCE

Power Analysis Map

Use this graph to map the different "players" of your issue affecting community.

The X-Axis describes how aligned they are with your BIG GOAL, and the Y-Axis describes how much power they have to achieve or block your OBJECTIVES.

Ask, "Who can champion this project?" and "Who needs to move their position on this map?

