

Questions to Answer as you Plan for New
Or Expanded Audiences
StEPS-Audience
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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?