Exercise #1
Know Your Audience, Know Your Purpose, Know Your Environment!

1. **WHO** is your intended audience?

2. **WHAT** does your audience know about the topic?
   (If you're not sure, how will you find out?)

3. My ***PRIMARY*** **PURPOSE** for this presentation is to:_____

4. What issues might come up with regard to **WHERE** you are speaking?

5. What are some solutions to the potential problems of the location where you will be speaking?

Getting Your Library Message Across Spring 2006 - This material has been created by Roberta Perry for the Infopeople Project [infopeople.org], supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. Any use of this material should credit the author and funding source.