

## EXERCISE # 3 Audience Profile Form

### Target Population:

Describe the target population for this program \_\_\_\_\_

How large is the population? \_\_\_\_\_

How does your collection support this population? \_\_\_\_\_

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### Zooming in on Your Target Population

List where this audience lives, works, and goes to school. Where do they spend their leisure time? What are the other gathering places specific to this population and what social, religious, professional or civic organizations might they belong to?

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### Reaching Your Audience

List the media sources that serve this particular population. Write the names of the media outlets that focus their operations in the communities or organizations you listed above. Also include non-government service organizations that serve this population as well as relevant websites.

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### Assess Special Needs

List any (e.g. accessibility, disability, language/interpreting) needs the population might require.

### What other physical, space or time considerations need to be taken into account?