



POLICY BRIEF AUDIENCE MAPPING

1. Who is the intended audience of your brief?
2. What do you know about this audience? Who are they? What do they care about? What involvement (e.g., initiatives) do they have concerning the problem?

3. Why should they (specifically) care about the problem?

4. Considering the problem, what do you expect the audience will:

KNOW	DON'T KNOW

5. What do you want this audience to do, exactly?