

# Knowing your Audience

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- WHO is your Audience?
- WHERE do they look for information?
- WHAT are their concerns ?
- HOW do we communicate to them?

# WHO

INTERNAL	EXTERNAL
Staff/administration	Parents & some volunteers
Teachers	Media
Students	Taxpayers & community
In-school volunteers	Business community
School Board & Committees	Donors/contributors to foundation
Other? _____	Other? _____

# WHERE

## The Top Sources for Local News and Information Vary by Age

Percentage of adults in each age group who rely on source for each topic

	Weather	Restaurants/ Clubs	Politics	Community Events	Schools
<b>Age 18-39</b>	Television 44% Internet 41%	Internet 41%	Internet 26% Television 19% Newspaper 16%	Internet 19% Word of mouth 17%	Internet 24% Newspaper 12%
<b>Age 40+</b>	Television 67% Internet 26%	Newspaper 22% Internet 21%	Newspaper 34% Television 34% Internet 12%	Newspaper 32%	Newspaper 27% Internet 15% Television 12%

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

## The Topics for Which Newspapers are the Top Source

1 Percent of adults who rely on newspapers for these topics ...	On some topics newspapers tie for the lead with...	2 Next most preferred source for each topic...	3 Other important source for this topic
<b>Crime</b> 36%		TV news 29%	Internet 12%
<b>Local politics</b> 26%	TV news 28%	Internet 17%	Word of mouth 7%
<b>Community events</b> 25%		Word of mouth 13%	Internet 12%
<b>Arts events</b> 25%		Internet 17%	TV news 13%
<b>Local taxes</b> 22%		TV news 9%	Internet 9%
<b>Schools</b> 21%	Internet 18%	TV news 10%	Word of mouth 10%
<b>Housing</b> 19%	Internet 17%	Word of mouth 4%	TV news 3%
<b>Government activities</b> 19%		TV news 12%	Internet 6%
<b>Local jobs</b> 17%	Internet 16%	Word of mouth 3%	TV news 3%
<b>Zoning &amp; development</b> 17%		TV news 6%	Internet 4%
<b>Social services</b> 13%		TV news 8%	Internet 6%

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

## Pew Internet Research Report 9/26/11 How Americans Get Local News

- People rely on local TV for weather, breaking news, and traffic.
- Internet is top source of info for most local subjects for the 79% of Americans who are online.
- Word of mouth is the second most likely way people get local information, after local TV. 55% of people get local news WOM.

## Top Sources for Local School News by Age

Ages 18-39: Internet 24%, Newspaper 12%

Ages 40+: Newspaper 27%, Internet 15%, TV - 12%

## Topics for Which Newspapers are Top Source:

Schools: Newspapers 21%, Internet – 18%, TV News 10%,  
Word of Mouth – 10%

## Which means you need to...?

- ✓ Have a solid online presence with accurate information (website, blog, social media)
- ✓ Proactively send press releases to local papers and hyperlocal news blogs
- ✓ Maintain good media relations for print and TV
- ✓ Distribute fresh, accurate information for

# WHAT

- Top concerns about schools? ASK!
- Use online surveys, listening sessions, polls, 1-1 meetings, etc. to identify concerns



Audience	Concerns
<b>Taxpayers &amp; community?</b>	Fiscal responsibility Innovation Other _____
<b>Parents?</b>	Safety Curriculum Testing Other _____
<b>Staff/teachers?</b>	Support from administration Professional development, Keeping up with technology Other _____
<b>Other?</b>	

# HOW

- **Cover all your bases**
- Newspapers, website, email, take-home folders, community groups, community meetings, etc.

## PR and Marketing Toolkit

### Online Tools



Offline Tools: grassroots marketing (yard signs, posters) media relations, special events, fundraising events, networking in service clubs, direct mail.



# WHAT ABOUT SOCIAL MEDIA??

- **NSPRA Survey says...**

- Parents prefer email, e-newsletters, district websites and parent portals to get information from their schools
- Social media not entirely credible yet?

- **What do you think?**

- Your experiences?

# Conclusion



- Take time to find out what parents and constituents prefer when it comes to communication
- Tailor messages appropriately
- Open, honest, direct, regular communication is always the best practice!