**Consider your Audience(s): Writing for Multiple Stakeholders Exercise**

**Overview:** In writing a proposal or series of proposals to make a complex project come together, you need to be able to think of multiple audiences’ needs and wishes. If you are responding to another person’s request for proposal, some of this work is done for you. Otherwise, you need to do more of the analysis yourself.

**Directions:** Fill out the form below to hone in on who your audiences are and how you can best reach them. You will bring it to the peer review and turn it in with your proposal, as well. You might need a separate sheet of paper for this.

**Identifying Stakeholders—those who will be involved in your project**

* Whose approval do you need to make your project happen? List all you can think of, along with what you need from them (permission, donations, equipment, information, etc)
* Whose active participation are you hoping for? Students and at least one faculty member are a given, but who else?

**Audiences’ Knowledge/Attitudes/Values**: For each group or individual, you will need to answer the following questions.

1. What is your audience likely to already **know** (or think they know) about your topic?
2. What **information are they lacking**, or what do they misunderstand that keeps them from agreeing with you?
3. What **sources of information** are they most likely to be persuaded by? Why?
4. What are some **relevant beliefs** (religious, political, scientific, or whatever) that affect their stance on this issue?
5. **What values do they hold** that affect their stance on this issue?
6. How will you **appeal to common values** (i.e. values you and they have in common) to help change their minds (if needed), or to overcome their objections and move them from agreement to action?
7. **Your ethos**: What is this audience’s attitude toward you likely to be? Why? How will you present yourself as credible and qualified to discuss this issue (good sense, good morals, and good will)?