Introductions

- WHO are you?
- WHAT publication/organization do you work for?
- WHERE are you from?
- WHEN did you get involved in journalism?
- WHY are you here?
- Describe your publication/organization’s audience. Do you want to expand or change your audience? How do you plan to target new readers/members?
Publications and their readers

- Readers have an intimate relationship with the magazines, newspapers and websites they read regularly.

- To be successful, a publication must:
  - Inspire trust
  - Satisfy readers’ needs
  - Provide useful information to its readers
  - Provide a unique service; offer a mix or quality of information readers can’t get elsewhere.
Publications and their readers

- Publications/organizations must understand their audience and nurture that relationship

- How do YOU interact with your audience?
Take Stock of Your Readers

- Who is your audience?
- How has it changed over the years?
- What role does your publication/organization fulfill for your audience?
- How do you want to expand or finetune your audience?
Step 1: Define Your Audience

- Describe your audience in general terms
- List demographics (age, socioeconomics, race if relevant, geography) of your target audience
- List psychographics (likes, hobbies, interest, habits) of your target audience
Step 2: Create Profiles of Target Readers

- In a few sentences, describe a target reader or two – age, gender, ethnic group (if appropriate), city or neighborhood, income, occupation

- If possible, model the target readers on real people you know who would be ideal readers for your publication

- Include likes, hobbies, interest, habits
STEP 3: Define Your Readers’ Needs

List problems, challenges & needs these readers are likely to have

These may include:

- **Financial** challenges (living on a budget, saving for retirement, financing children’s education, buying a house)
- **Personal** challenges (finding a place to live, taking care of an elderly parent, losing weight, eating healthy food)
- **Decision** challenges (deciding what to do Saturday night, choosing the right career)
- **Cultural** challenges (how to stay up to date on technology, culture, celebrities, music)
STEP 4: Address Your Readers’ Problems with Solutions

- How can your publication help solve your readers’ problems and challenges?
- What solutions or advice can you offer?
- How can you get readers to trust your publication?
STEP 5: List Subject Areas

Considering your readers’:

✓ Demographics
✓ Psychographics
✓ Needs/challenges

List subject areas you plan to cover (food, beauty, housing, politics, sports, health, money, etc.)
STEP 6: Plan Specific Changes

Think about new content you can add to meet your readers’ needs:

- How-to/service pieces
- New column/essay by a particular columnist or about a particular topic
- New features
Step 7: Check

Refer back to your target readers

- Does your new content serve your target readers?
- Do you provide a useful service to readers?
- What’s missing?
Stay in touch!

Contact Rachele Kanigel at

- [kanigel@sfsu.edu](mailto:kanigel@sfsu.edu)
- [@JourProf](https://twitter.com/JourProf)
- 415 338-3134