

EXERCISE 1

Objective and Audience

1. What is your objective?

Your objective should be specific and clear. Examples include enacting a stormwater ordinance that requires on-site treatment of the first inch of runoff, or including streamside buffer setbacks as part of subdivision regulations. For purposes of developing messaging, you should stick to one objective if at all possible.

2. Who is your target audience and what do you want them to do?

Your target audience is who must take action to achieve your objective. A target audience can not be the whole entire “public,” but instead a more defined group. Your target audience could include County Commissioners or planning board members or an indirect audience such as developers. Once you have identified this audience, start thinking about how they think about the issue of stormwater.