

# RTNDF's Teacher-to-Teacher Guide

## Your Audience

Both Dave and Janet suggest starting out by considering your audience.

Janet writes:

The first step is to identify the audience you want to serve. Think about it. Communication is a two-way process—a sender and a receiver. The media industry pays much attention to ratings that measure their audience. How many people are watching? What shows are they watching? Student programs must exist to serve an audience. That is their reason for being ... and their reason for being good.

High school journalists have several options. Some reach their student body through closed circuit within the school such as the Channel One system. Others use PEG (Public, Education, and Government) Access cable. And most recently, the Internet is providing widespread and inexpensive access to audiences.

Identify the audience you want to reach. What is available to you? If you have more than one medium and thus more than one audience available, study the demographics of each. Which do you WANT to choose as your audience? What audience best suits the goals of your class?

Dave echoes the importance of identifying your audience:

It will make your job much easier when everyone understands exactly which audience you are trying to reach. Are you

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going to produce a show for teenagers, for your community as a whole (meaning adults *and* kids) or for just your school? It is the crucial question that must be addressed and settled before your staff can proceed with any kind of production. Whatever audience you target, you need the kids to buy into it, and the administration to support it. Once you establish your audience, you can direct student efforts properly and will not have to "reinvent the wheel" every year. In fact, if the target audience stays consistent, even when teachers come and go, the program will survive and move forward, avoiding the usual confusion associated with the hiring of new production advisers.