



Video 2 Information Sheet:

The Only Four Audiences Any Presenter Must Know

The three key questions to ask when addressing any audience, of any size is:

Who is important? Who can help us? Who can hinder us?

It's rare that you have a homogenous audience of true believers. In my presenting skills training programs, I often refer to the situational theory of the public by James E. Grunig, one of the world's foremost communication researcher and academics.

Grunig refers to four audiences as: ACTIVE, AWARE, LATENT or NON-PUBLIC.

These four groups are described as follows:

- Non-Public -** There are **no consequences for the group** or the group would have no consequences for the organisation. Not likely to become aware/involved until it's impossible to ignore. They usually exhibit fatalistic behaviour.
- Latent -** **Face a similar problem**, but do not detect the problem. They become associated with an issue later when they make a connection between an issue and their interest, social relationships and values/beliefs. Most of the population fits into this category.
- Aware -** Group has **recognised** the problem, but **not yet active**. Quick to react to publicity and information campaigns. Will act quickly.
- Active -** This group **recognises the problem** and organises to do something about it. They **seek information** from a lot of sources, hard to convince. They get involved early because they make a practice of searching out and learning about the issues relevant to them. A lot of activist groups fit into category, as well as some community groups. The active groups also define what it means for an organisation or government or industry to be socially responsible. They take their position to the public mass media and/or government and other like-minded groups.
- In general, active groups seldom give up on an issue, and they often find additional, bigger issues to pursue.

In addition, there are also **single-issue** groups that **crusade** for one issue and pursue it doggedly while ignoring other issues. There are also **hot issue** groups.

Know that individuals or groups can move up and down in the four audience types, depending on how a topic or issue you are presenting affects them directly at that particular time. E.g. if your mother suddenly is diagnosed with breast cancer, you may then become an active fundraiser in that cause. It's what I refer to as the WIFM (what's in it for me) factor which drives all of our thoughts, feeling and actions, at the end of the day.