

Who-What-Where

Finding and Reaching the Audience for Your Narrative Project

WHO

What audiences do we need to reach with our narrative?

Your narrative change project must reach an audience to have an impact. That audience should be made up of people who are willing and open to spreading your message to others in an effort to rally support for the change you seek. Your audience can be broad; anyone from your base to the general public.

Audience Type	Who Are They?
<p>Base <i>Your base are people who are already familiar with your work. This can include members of your organizations and people who know or have been impacted by your work.</i></p> <p><i>They already understand the mission and the assignment of your narrative change project and will happily help you spread the word inside and outside of their own personal networks.</i></p>	
<p>Allies <i>These are people who aren't aware of your organization or your work but whose ideas and ideals align with yours.</i></p> <p><i>These are people who, once confronted with your work, will gladly offer their support or assistance to spreading your narrative.</i></p>	

Audience Type	Who Are They?
<p>Targets <i>These are the people who have the power to create or enact the change you are organizing for. Think school board members, council members, legislators, or even journalists.</i></p> <p><i>These are people with large enough platforms that can create a seismic shift toward your desired outcome in the news cycle or on social media with one tweet, story, reel, or TikTok video.</i></p>	

WHAT

What is the story we want to tell?

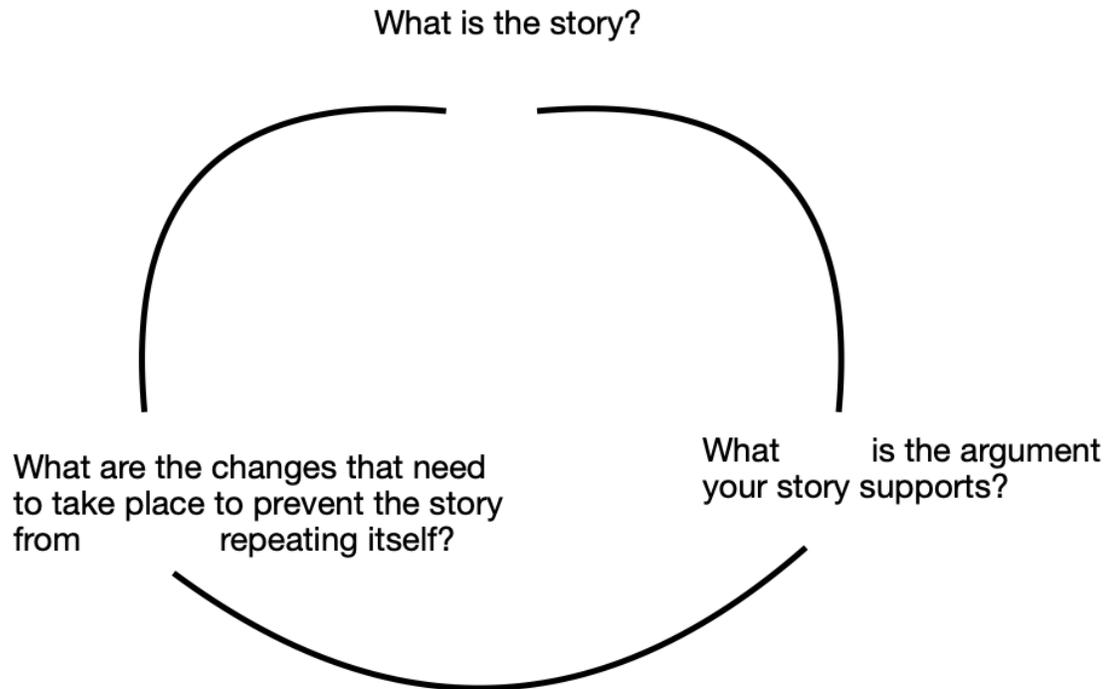
If you don't have a compelling story then you won't have an audience. The media landscape is crowded and there are hundreds, if not thousands, of organizations all clamoring for the same attention. How do you stand out in this teeming crowd? With a compelling story. There needs to be drama, high stakes, and a resolution. In the example of Zach Norris, used throughout the Word Force Op-ed [case study](#) there was the drama of a police encounter at gunpoint, the high stakes of whether he would be let go with his life, and the outcome that though he was let go he and his family were deeply impacted by the trauma of those few hours. His story was compelling. Those ingredients (drama, stakes, resolution) should be present in every story because with them you will find your audience.

Audience Type		
Drama	Stakes	Resolution

What is the argument we want to make with our story?

Once you've identified the story you want to tell, you then need to tailor it so that it supports an argument of why there needs to be change. The story gives your argument character and

supports the points of your plan of action. In detailing your argument and laying out the narrative change you'd like to see enacted you can use your story as a way to point to real life, real world examples of what is happening and will continue to happen without the necessary change you're arguing for in your narrative.



Using the graphic above you'll see that you can generate your narrative from any starting point—story, argument, or change—but will need all three elements to be successful in not only reaching your audience but inciting them to action.

WHERE

What is the best medium for our narrative to reach our desired audience?

Once you've identified who you want to speak to and what you want to tell them you have to go where they are and put your narrative in front of them. This is the heaviest lift in terms of reaching your audience because you have to be flexible in your strategy and approach. Remember, the media landscape is not only crowded but vast. At your disposal is anything from an op-ed to a tik-tok video, a tweet to a news radio roundtable, and everything in between. Choosing the right medium depends on the tone of your story and where the audience you want to reach normally congregates. You can also adjust the tone of your story to fit the medium based on where your audience already gathers. In a narrative strategy involving multiple mediums the tone will shift to meet the needs of the audience.

Where to Reach Your Audience		
Medium	Demographic*	Tone
Op-ed	Base, Targets, & Allies	Serious, expansive
Twitter Thread	Millennials, Journalists, Black & Brown communities	Serious, concise
Instagram Post Carousel	Millennials	Serious, concise, image/graphic forward
Instagram Reel/Tik Tok	Young millennials, Gen Z	Fun/playful/still informative
Radio Roundtable	Base, Targets, & Allies	Insightful, concise, surprising or shocking
Local Television	Base, Targets, & Allies 25 - 54	Insightful, concise, surprising or shocking
Podcast	Because many podcasts are niche you have an opportunity to participate in many and target specifically	Expansive

* Demographic is generally defined by a group's age, race, and gender. Here, however, the term is used more loosely. At times, the age, race, and gender of your audience won't be the only deciding factors. It's important to understand the value of intersectionality, yours and theirs, when narrowing the audience you want to reach. Allow intersections to help guide your messaging.