Different audiences have different needs and goals. When presenting the same information to different groups, it’s important to consider how each audience prefers to consume information in general. Use the questions in the first section to help students think through: (1) who their audience is, (2) what type of media that audience prefers and, if non-traditional media outlets, (3) which media platforms and apps are preferred by that audience. To fill in responses, have students refer to the chart on the next page that includes best practices to consider for each of the most common audiences, and Y4Y’s Choosing a Presentation Format tool.

As you prepare to present, ask yourself the following questions:

Who is your audience?
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

What might the audience want to know on your topic?
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

What is the audience likely already to know about the topic?
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

What do you want them to learn or be able to do?
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

What is the best modality or method to communicate with your audience?
_________________________________________________________________________________________________________
Use the below best practices chart as you consider common audiences:

<table>
<thead>
<tr>
<th>Audience</th>
<th>Best Practices</th>
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| Peers                                 | • Use informal, age-appropriate language  
                                        • Limit text and emphasize visuals  
                                        • Audio and visual presentations are effective |
| Students                              | • Demonstrate your knowledge of a subject with a combination of text and visuals  
                                        • Charts, graphs and timelines are impactful  
                                        • Audio and visual presentations are effective |
| Parents and families                  | • Connect through informal language in text  
                                        • Personal stories and information require close attention to protect privacy |
| Community stakeholders and policymakers | • Greatest amount of detail  
                                        • Most formal language  
                                        • Precise use of charts and graphs to convey information persuasively |