



Development Communications

AUDIENCE



Maureen Mecozzi

11 November 2015

34th International Vegetable Training Course

About me

- *I like monkeys and apes.*
- *I love pizza.*
- *I work for an agricultural research institute, but I kill plants. Any green thing I touch dies. Immediately.*





Now, about *YOU*

- ***You are amazing people.***

How do I know?

- You all work in agriculture, and I'm sure you don't kill as many plants as I do!
- You came here to learn. Anytime anyone is open to learning, that's an extraordinary thing. *Learning is always a challenge.*



Your GREATEST challenge

COMMUNICATE

You've learned a LOT

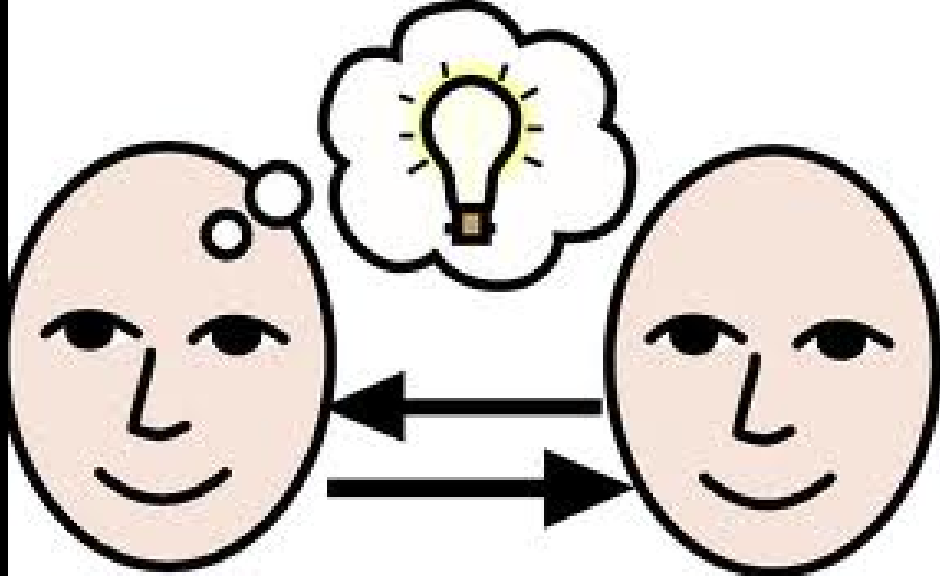
- Look at this! So much knowledge...
- *advanced and sustainable vegetable production*
- *postharvest and processing technologies*
- *farmers field school*
- *agriculture extension methods*
- *human health and nutrition*
- *vegetable marketing*





How?

- How to *share* what you have learned?





COMMUNICATIONS

how to share what you know

- Audience
- Message
- Delivery
- Presence

It's not just for you...





Where do you start?

WHO



WHO?

Anytime you have to share information, this is the first question you ask yourself:

WHO am I trying to
communicate with? (Or with whom
am I trying to communicate?)



WHO?

- This is the **most critical thing** about communications -- **WHO** is your audience?
- If you don't know who you are speaking to, you won't know **HOW** to speak to them.
- If you don't know who you are writing for, you won't know **HOW** to write for them.



WHO do you know?





WHO do you know?

- *farmers*
- *the boss*
- *input dealers*
- *donors*
- *other researchers*
- *subordinates*
- *organizations*
- *general public*
- *students*



WHO is your audience?

It depends...on your message!



A-U-D-I-E-N-C-E

- **Analysis:** Who do you want to reach?
- **Understanding:** What is the audience's knowledge of the subject?
- **Demographics:** What is their age, gender, education background, etc.?
- **Interest:** Why would they want to read your report (or watch a video, or hear your presentation?)

A-U-D-I-E-N-C-E

- **Environment:** Where will this message be sent/viewed?
- **Needs:** What are the audience's needs associated with the subject?
- **Customization:** What specific needs/interests should you address for a specific audience?
- **Expectations:** What does the audience expect to learn? They should have their initial questions answered and explained.



Can you “see” your audience?

- scientists tend to think everybody thinks (or should think) like they do! *

** not a problem unique to scientists!*

Science communication: A work in progress

- Science, as we now practice it, has been going on only for about 400 years.
- Civilizations have been around much longer than that.
- Not surprising science is such a difficult thing to communicate!



A test audience: Me!

- *I like monkeys and apes.*
- *I love pizza.*
- *I work for an agricultural research institute, but I kill plants. Any green thing I touch dies. Immediately.*





A-U-D-I-E-N-C-E

- **Analysis:** Who do you want to reach?
- **Understanding:** What is the audience's knowledge of the subject?
- **Demographics:** What is their age, gender, education background, etc.?
- **Interest:** Why would they want to read your report (or watch a video, or hear your presentation?)



A-U-D-I-E-N-C-E

- **Environment:** Where will this message be sent/viewed?
- **Needs:** What are the audience's needs associated with the subject?
- **Customization:** What specific needs/interests should you address for a specific audience?
- **Expectations:** What does the audience expect to learn? They should have their initial questions answered and explained.



The DAP

- Analysis
- Understanding
- Demographics
- Interest
- Environment
- Needs
- Customization
- Expectations

Start with **WHO**, then follow through

- *When you know **WHO**, the other parts of your communication plan will fall into place.*

