

## 90-second Video Stories Worksheet

### Identify Your Audience Worksheet 1

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Instructions:** This worksheet will help you think about and look at who you are making your video for. Answer these questions to help pour out your thinking and write what you come up with.

1. **Determining who your audience might be:**
  - Consider who might want to view your video about a science or health topic. List at least three groups that may have an interest (e.g. students, parents, people in your area, or the people in charge).
2. **Consider what these groups are like:**
  - Using each group listed, identify what they are like. Think about their age, their education, their interests, and why your topic is important to them.
3. **Consider what these groups need to learn about the topic:**
  - What is important for each of the groups to learn about your topic? How can your video benefit them or bring awareness to an aspect of learning?
4. **Consider how they like to consume media:**
  - How does each audience group consume or read media? What formats do they prefer to watch or read (e.g. videos, articles, podcasts, etc)?
5. **Engagement Strategy:**
  - What could you include to your video to engage each of these groups from an audience perspective? Consider words, images, complexity of information, etc.

### Discussion Prompt:

- Share your answers with a colleague or group. Discuss how you may change your approach and delivery based on your varying audience levels and needs.
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