

# Reaching New Audiences

## Presenter's Guide

### Objectives

Board members will:

- Examine local demographics and identify audiences not being reached.
- Develop strategies for reaching new audiences.
- Expand program development committees (PDCs) to be representative of the local population.

### Resources Needed

*Local Unit Statistics Worksheet*

<http://www.ksre.ksu.edu/boardleadership/doc8553.ashx> (pdf) or <http://www.ksre.ksu.edu/boardleadership/doc9173.ashx> (Excel Spreadsheet)

*U.S. Census Bureau State and County QuickFacts*

<http://quickfacts.census.gov/qfd/index.html>

*Guidelines for Expanding Program Development Committees*

[http://www.ksre.ksu.edu/Employee\\_Resources/doc9063.ashx](http://www.ksre.ksu.edu/Employee_Resources/doc9063.ashx)

### Module Outline

1. Open the discussion on reaching local audiences by distributing the Local Unit Statistics Worksheet. Have participants, working in small groups, estimate what they believe are correct statistics for the questions on the worksheet. Once they have finished, distribute copies of data from the U.S. Census Bureau State and County QuickFacts website, and ask participants to record the actual statistics. Allow 5 to 7 minutes for this activity.
- **Note for districts:** Provide the *U.S. Census Bureau State and County QuickFacts* for each county in the district. The last column on the worksheet is used for a district's combined total.

2. Facilitate a discussion about statistics the group explored.
  - In what areas were the estimates correct or fairly close?
  - In what areas were the estimates incorrect?
  - Which of the groups identified are being successfully reached?
  - Which of the groups identified are not being successfully reached?
  - Are any other audience characteristics not reflected in the census data?
  - What else do you know about the community that is not reflected here?
  - Do the local board and program development committees accurately reflect the local population?
3. Next steps:
  - Review the most recently completed *Civil Rights Program Compliance Review Guide* for the local unit.
  - Identify who is not participating.
  - Develop strategies for reaching new audiences.
  - Review *Guidelines for Expanding Program Development Committees*.
  - Continue working toward audience expansion at future PDC meetings.

### For Additional Information

*Civil Rights Program Compliance Review Guide*

[http://www.ksre.ksu.edu/Employee\\_Resources/doc9084.ashx](http://www.ksre.ksu.edu/Employee_Resources/doc9084.ashx)

*Handbook for County Extension Councils and District Governing Bodies*

<http://www.ksre.ksu.edu/bookstore/Item.aspx?catId=594&pubId=1674>