

## *Audience Analysis*

We plan to target college students, and parents who live within the Harrisonburg, Rockingham, and Page counties. Through text and visuals, our goal is to attract more student volunteers to The Reading Road Show and showcase how the program benefits the young children within these counties.

If we accurately display and describe how the program benefits the elementary-aged children, the parents will be more likely to want to get their children involved too. Our audience is college-aged students and parents with elementary-aged children who live in the local three counties. The college-aged students will most likely be students at James Madison University and Eastern Mennonite University. The parents are residents in the area and majority of those parents live in low-income households.

Not many college-aged students know about The Gus Bus unless they have sought out information on campus, knows someone who works for the program, or has read online promotional material. Therefore, our goal is to create material to post on campus and/or send to students who would be interested. The local schools inform parents about The Gus Bus, but we believe that take-home information will be helpful to parents so they can continue to learn about the program's benefits.

The students will want to be able to access information quickly; therefore, we will create a promotional packet that is easy to transform into a digital format. However, students also read posters and flyers. Majority of parents appreciate print information that they can take home and further analyze.

Many students in the area enjoy getting involved with the local community to earn volunteer hours for a class or organization so we could envision a good response to the promotional packet. Local parents will love to see more information in the community about students helping their students excel in school and achieve a great education.

Both parties in our target audience need to be informed about the program, but I believe that the college-aged students would have to be persuaded more than the parents. Many parents want to get their children involved in after-school programs at a young age so they can engage in learning but also interact with other children. While on the other hand, college students normally need to be persuaded to do more than school work or socialize.

The document will be circulated mainly through print such as posted in residential communities, college campuses, and local businesses that receive a lot of foot traffic from the community. The packet will also be available in a digital format, and parents and/or college students can access it via social media or "The Reading Road Show" website.