



StEPs-UT Audience Public Relations

HANDS-ON ACTIVITY #2 = 20 minutes Communication Strategy

Instructions:

- 1) Break into your museum groups.
- 2) Using your three to five top audience segments (determined during Month 2 workshop and in subsequent work), match each audience with a small list of potential methods/channels (or tools/tactics) that you could use to reach them and carry out your various marketing and communication strategies (10 minutes).
- 3) Group discussion (10 minutes).

Audience	Methods/Channels