

Annex 5: Identifying target audiences

Aim: To identify target primary and secondary audiences by objective.

Be clear over the policy issue or change being analyzed and single out those in high positions of power. First differentiate between the decision-makers who have the actual responsibility to make the decisions in a specific policy area, and their opinion-leaders who can influence them or lead their opinion, and who are generally more accessible.

Advocacy Objective	
Primary Audience “Key actors”	Secondary Audience “Influentials”
1.e.g Ministry of security	1.Media 2.local member of parliament 3.UN 4.NGOs
2.	1. 2. 3. 4.