

Audience: Local Officials

Focus of your program: Nonpoint Source Pollution

Many communities statewide are struggling to update their combined sewer systems. Local officials are elected; in some of the larger municipalities their jobs are full time; in some of the smaller ones they are volunteers serving part time as officials.

TASK: Given the information provided about your audience and some “best guesses:”

1. How would the issue affect your audience? Why would they be interested?
2. How knowledgeable would they be about the issue? Would they be familiar with terminology?
3. How would they typically gain information about the issue? Would they have access to education or information programs?
4. What are the barriers to their participation in education programs?
5. What information would you want to gather from this audience if you were to conduct a needs assessment?

Audience: Nonprofit Conservation Groups

Focus of your program: Nonpoint Source Pollution

Local and regional conservation groups such as the local Audubon Society, the Friends of the State Parks, The Nature Conservancy and the Sierra Club are beginning to work with the public and local communities to reduce run-off and heighten awareness of nonpoint source pollution. Although the groups know the basics, there is some misinformation being given out. Actions being supported to date have been stop littering campaigns and storm-drain stenciling.

TASK: Given the information provided about your audience and some “best guesses:”

1. How would the issue affect your audience? Why would they be interested?
2. How knowledgeable would they be about the issue? Would they be familiar with terminology?
3. How would they typically gain information about the issue? Would they have access to education or information programs?
4. What are the barriers to their participation in education programs?
5. What information would you want to gather from this audience if you were to conduct a needs assessment?

Audience: K-8 Classroom Teachers

Focus of your program: Nonpoint Source Pollution

There has been a recent acknowledgment at the state level that students should learn about water (elementary level) and water quality (middle school level) as part of the curriculum. Teachers are now working to incorporate this information into their curriculum and lesson plans.

TASK: Given the information provided about your audience and some “best guesses:”

1. How would the issue affect your audience? Why would they be interested?
2. How knowledgeable would they be about the issue? Would they be familiar with terminology?
3. How would they typically gain information about the issue? Would they have access to education or information programs?
4. What are the barriers to their participation in education programs?
5. What information would you want to gather from this audience if you were to conduct a needs assessment?

Audience: Lawn/landscape maintenance workers

Focus of your program: Nonpoint Source Pollution

Landscape businesses are booming. More and more residents are using landscape professionals to maintain their yards and gardens (e.g., cut grass, fertilize, trim shrubs). Nonpoint source pollution problems associated with increased nitrogen and phosphorus continue to grow.

TASK: Given the information provided about your audience and some “best guesses:”

1. How would the issue affect your audience? Why would they be interested?
2. How knowledgeable would they be about the issue? Would they be familiar with terminology?
3. How would they typically gain information about the issue? Would they have access to education or information programs?
4. What are the barriers to their participation in education programs?
5. What information would you want to gather from this audience if you were to conduct a needs assessment?

Audience: Immigrant Community

Focus of your program: Nonpoint Source Pollution



Many members of this immigrant community came to the United States to escape a brutal civil war. Subsistence fishing is common within the community.

TASK: Given the information provided about your audience and some “best guesses:”

1. How would the issue affect your audience? Why would they be interested?
2. How knowledgeable would they be about the issue? Would they be familiar with terminology?
3. How would they typically gain information about the issue? Would they have access to education or information programs?
4. What are the barriers to their participation in education programs?
5. What information would you want to gather from this audience if you were to conduct a needs assessment?