SECONDARY AND UNINTENDED AUDIENCES

Your **primary audience** is the most important audience for your campaign. But unless you are completely isolated, other audiences will come into contact with your project, too. So we have to consider secondary and unintended audiences as well.

Secondary Audience
A *secondary* audience is not the most important audience you want to attract and move, but it is one that you would still like to reach — or at least not alienate. Your primary audience might be voters in a suburb, but your secondary audience could be local media looking for feel-good stories about the upcoming election. If your primary audience is made up of participants in a closed-door meeting that have forced your event onto the sidewalk outside, your secondary audience might be local police, who could become either allies or antagonists. **Secondary audiences are not groups who can directly help you realize your objectives, but they might help or hurt your chances of success**. You may have more than one secondary audience, so feel free to list a few.

Unintended Audience
The final group to consider is your unintended audience. **This is a hard audience to plan for because it is, well, unintended.** You can't always control who comes into contact with your work. People can have all sorts of reactions — both positive and negative — that you haven't imagined. For example, a project aimed at mobilizing neighbors to pick up garbage in an abandoned city lot might seem pretty straightforward. But to sanitation workers whose job it is to clear public spaces, your project might seem like a threat to their contracts. So **it's worth considering whom you might reach and how you might want them to react or not react to your work**.

Think about passersby, nearby residents, local business owners and employees, event staff, security workers, tourists, children in the vicinity, street vendors, emergency responders, dog walkers, street cleaners, people in the area experiencing homelessness, public transit workers and riders, and people living or working in nearby buildings watching from above.

	Secondary Audience	Unintended Audience
Who is this audience?		
Why do I need to consider this audience?		
What do I want this audience to think, feel, and do?		