

DOSAGE PROBATION

Audience Profile Template

There are many different audiences you may want to reach—both internal (i.e., within your department) and external. A chart such as the one below can help you identify your various audiences, their motivators, their level of engagement with dosage probation, and their views of dosage probation. Create a chart similar to the one below, with the most important audiences listed first followed by other audiences in descending priority.

Internal Audiences

Audience: Individual or Group	Motivators	Engagement Level on Dosage Probation (Low, Medium, High)	View of Dosage Probation
<i>Example</i> Law enforcement officers	<i>Example</i> Recidivism reduction among people who are convicted; community well- being and safety	<i>Example</i> Medium	<i>Example</i> Some but limited understanding of the research on risk reduction; uncertainty about the effectiveness of traditional approaches to probation supervision; unsure of how to best help people who repeatedly return to the justice system; previously received brief introduction to dosage probation

External Audiences

Audience: Individual or Group	Motivators	Engagement Level on Dosage Probation (Low, Medium, High)	View of Dosage Probation
<i>Example</i> Local reporters and editors of high-circulation newspaper	<i>Example</i> Conveying matters pertaining to criminal justice in fair and neutral ways	<i>Example</i> Low	<i>Example</i> Lack of familiarity with matters pertaining to sentencing, probation, and risk reduction; no familiarity with dosage probation