

I did some research to get a brief summary about what should go into a target customer profile. Information I found most useful came from the following websites:

- Jayson DeMers' "6 Steps to Decoding Your Target Audience" (Forbes.com): <http://www.forbes.com/sites/jaysondemers/2013/08/27/6-steps-to-decoding-your-target-audience>
- "How to Identify a Target Market and Prepare a Customer Profile" (EdwardLowe.org): <http://edwardlowe.org/digital-library/how-to-identify-a-target-market-and-prepare-a-customer-profile>

Using the data we've gathered from analytics this year, I've come up with the following customer profiles that apply to Global Journalist (this does not include student journalists who work for Global Journalist and supporters of them):

**"Mary":** Mary is a female journalism educator in the U.S. in her late 40s. She earned a bachelor's degree in political science and a master's degree in journalism. She's married and has two kids, and her family belongs to the upper-middle class. She places a lot of importance on quality, ethical reporting in her teaching. In her spare time, she enjoys reading the newspaper and having intellectual political debates with friends and colleagues.

**"Abed":** Abed is a male blogger and political activist in his late 30s who's currently living in Gaza. He moves every few years and has never married. He earned an undergraduate degree in social anthropology and is a member of the middle class. He blogs about global issues and has a small following on his start-up blog and on Twitter. He is an avid newspaper reader.

**"Matthew":** Matthew, who has been featured on Global Journalist Radio, is a correspondent for Al Jazeera who is stationed in India. He's in his mid-30s and has never married. He earned a bachelor's degree in journalism from the University of Missouri. He's a member of the middle class. He reports about press freedom and international journalism. He keeps up with current events.

I continued to use the six steps on the Forbes website to better "decode" Global Journalist's target audience:

What is their most pressing issue, problem or desire?

- Mary: Wants to prepare student journalists for work in the industry and teach lessons using examples.
- Abed: Wants to bring change to communities and people in need around the world.
- Matthew: Wants to bring information about world issues to the general public, enabling them to form opinions so that democracy can ensue.

Where do they get their information?

- Mary: Publications for educators, blogs, international media outlets, email newsletters, social media

- Abed: Social media, blogs, special-interest organizations, international media outlets
- Matthew: Social media, blogs, trusted journalistic sources, Al Jazeera and other international media outlets

What benefit of your product solves their problem?

- Mary: Articles and multimedia pieces about the journalism industry and journalism practices make great homework assignments or in-class material when trying to demonstrate, for example, the importance of ethics in photojournalism. Information professional journalists give about their experiences — such as the information shared during Missouri Honor Medal master classes — also provides great supporting material for lesson plans.
- Abed: Articles and multimedia pieces about free press issues and international issues are informative and can lend support to arguments he makes in blog posts, etc. He wants to share this information with others so they can become aware of the situation and motivated to create positive change.
- Matthew: The insight and information that he and other sources have shared with Global Journalist can educate the public about international journalism and free press issues.

What sets off their BS detector?

All: Lack of attribution/support, illogical ideas, poor spelling/grammar/usage

Who do they trust?

All: Experts in various fields (e.g., academics, researchers), well-known international newspapers and journalists, ... (goal: us)