READER ANALYSIS

Describe the problem you will be addressing and how the various audiences you list in the chart below will play a role in solving it.

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| **Reader Analysis Chart: list a specific audience for each row and then fill in each column as it relates to the problem you are addressing** |
| Audience | Needs(What do they need in regards to this situation?) | Role(What role will they play in solving the problem?) | Attitudes(What is their attitude in regards to this situation and a potential solution?) |
|  (Primary) |  |  |  |
|  (Secondary) |  |  |  |
| (Tertiary) |  |  |  |
| (Gatekeepers) |  |  |  |