



INTERNAL & EXTERNAL AUDIENCES

Before sending out your message, it is important to know who your audience is. Basically, there are two audiences – internal and external. Determining what groups are in each category is pretty easy.

Internal Audience: Anyone inside the District, or who works closely with Broward County Public Schools. That can include, but is not limited to:

Area Offices	Maintenance Workers	School Resource Officers
Bus Drivers	Parents	School Staff
Employees' Unions	School Board Members	Students
Faculty	School Nurses	Superintendent of Schools

Keeping our own employees up-to-date with information is vital. With more than 26,000 employees, word of mouth is a very powerful means of communication in our community.

Remember, if someone hears you work for an organization, like the School Board, they immediately think you know **everything** that there is to know about that organization – regardless of what department you work in.

By making sure all employees are kept “in-the-loop,” you can ensure the correct information is shared.

External Audience: As the term implies, these are individuals or groups outside the school/District community. Your school and the District communicates with literally dozens of external audiences. They include, but are not limited to:

Advisory Groups	College Recruiters	Retirees
Alumni	Educational Foundations	State & Federal Legislators
Chambers of Commerce	Fire Department	Taxpayers Without Children
City Officials	Guest Speakers	Vendors
Clergy	Police Department	Volunteers