

# AUDIENCE NEEDS CANVAS

## WHO

## WHAT

### WHERE

### HOW

NAME

AM

DEVICE

1

AGE

How often?

WHERE THEY LIVE

PM

PLATFORM

2

HOBBIES

How often?

EVE

3

MEDIA HABITS

How often?

<b>TOPIC</b>	<b>NEWS MOMENT</b>	<b>DISTRIBUTION</b>	<b>STORY IDEAS</b>