



LOUISIANA TECH
UNIVERSITY.

Audience Profile Sheet

Name: Last

First

Initial

Email

1. Reader's Name & Job Title.

Name

Job Title

Organization

2. Kind of Reader. Primary Secondary

3. Reader's Educational Background.

Formal Education.

Training Courses & Workshops.

4. Reader's Professional Background (previous or work experience.

5. Reader's Chief Job Responsibilities.

A MEMBER OF THE UNIVERSITY OF LOUISIANA SYSTEM

P.O. BOX 3086 RUSTON, LA 71272-0001 . TELEPHONE (318) 257-4748 . FAX (318) 257-4248
AN EQUAL OPPORTUNITY UNIVERSITY

6. Reader's Personal Characteristics.

[Empty text box]
[Empty text box]
[Empty text box]

7. Reader's Likes and Dislikes.

[Empty text box]
[Empty text box]
[Empty text box]

8. Reader's attitude toward you and the subject of the document.

- Positive Neutral Negative

Why? In what ways?

[Empty text box]
[Empty text box]
[Empty text box]

9. Reader's Cultural Characteristics.

[Empty text box]
[Empty text box]

10. How the reader will use the document.

- Skim it Read it Read a portion of it.

Which Portion?

[Empty text box]

Modify it and submit to another reader? Yes No

Attempt to implement recommendations? Yes No

Use it to perform a task or procedure? Yes No

Use it to create another document? Yes No

Other? Yes No

Explain.

[Empty text box]
[Empty text box]

11. Reader's Physical Environment

[Empty text box]
[Empty text box]