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Dr. Sparks

English 1A-31

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**Consider your Audience(s): Writing for Multiple Stakeholders Exercise**

**Identifying Stakeholders—those who will be involved in your project**

Whose approval do you need to make your project happen? List all you can think of, along with what you need from them (permission, donations, equipment, information, etc)

* **Tanya Kiang**: The CEO of the Gallery of Photography in Dublin, Ireland. She has been running it since 1998. She could be the one to get us into the Gallery and tell us a little bit about it on a special tour.
  + **This is the person I will contact, so below she is the audience I’m analyzing in depth.**
* **Michael Barnacle** is the President of the United Irish Cultural Center in SF. He could sponsor our trip to Ireland, since the Center already gives out scholarships to high school kids.
* **Robin Lasser & Valerie Mendoza** are both Photography teachers at SJSU, so they know a lot about it. They could accompany us to Ireland and teach us how to take good pictures.

Whose active participation are you hoping for? Students and at least one faculty member are a given, but who else?

* **Gallery of Photography in Ireland** because they are not only located in Dublin, which is a very picturesque city, but they are a photography gallery, which is what we are going to Ireland for to study. We would definitely visit the Gallery and would also hope for some sort of tour and maybe some directions to good places to take pictures.
* **United Irish Cultural Center in San Francisco** because they value the Irish Culture and do not want it to fade away, so we would be helping them upkeep it. They could sponsor our trip.
* **San Jose - Dublin Sister City Program** because we send exchange students there all the time, so it would be beneficial to send a group to Ireland to learn about the country and improve our photographic skills.

**Audience's’ Knowledge/Attitudes/Values**:

1. What is your audience likely to already **know** (or think they know) about your topic?

Tanya Kiang for sure knows how to take pictures, and good pictures at that. She will also know a lot about Ireland, and Dublin specifically, because she lives there. She will also know a lot about curating and putting together, and running, a museum.

1. What **information are they lacking**, or what do they misunderstand that keeps them from agreeing with you?

She might not know a lot about California, and she most likely has never heard a lot about San Jose State University. Also, the way she takes pictures might be different from the way we take pictures.

1. What **sources of information** are they most likely to be persuaded by? Why?

To convince her, I would try to relate to her. Somehow, tie my experiences in with hers and try to explain how our trip to Ireland might be beneficial, not only for extending the culture, but for getting people back into photography. I would ask her how she feels about ‘modern photography’ and if she feels like the notion of photography has changed with the addition of smartphones.

1. What are some **relevant beliefs** (religious, political, scientific, or whatever) that affect their stance on this issue?

I haven’t been able to find any religious or political affiliations, but I can tell that she has been involved with Photography since her University years - she attended Dublin City University with a major in Photography.

1. **What values do they hold** that affect their stance on this issue?

Tanya obviously loves Dublin and Photography because she has been involved in the latter for at least 24 years. She also attended school in Dublin and was most likely born there, and the fact that she hasn’t moved away, like most people do, says a lot about her love for the city.

1. How will you **appeal to common values** (i.e. values you and they have in common) to help change their minds (if needed), or to overcome their objections and move them from agreement to action?

I don’t think she will be opposed to the idea of a bunch of students interested in Photography coming to her photography gallery, but she might need convincing in the area of ‘why us?’ and not somebody else. We will have to relate to her somehow and let her see that we are the right candidates for the position. The kids that end up going on the trip might want to show her some of their previous works, to get her excited and connected with us.

1. **Your ethos**: What is this audience’s attitude toward you likely to be? Why? How will you present yourself as credible and qualified to discuss this issue (good sense, good morals, and good will)?

Her attitude toward us may be nothing more than just a group of students. We will present ourselves as credible by being professional and holding ourselves up to a high standard and being respectful when we meet her.