

## Media Literacy Mini-Lesson #12

# AUDIENCE

Journalists always consider who their audience is — that is, who is reading, watching, or hearing their stories.

**THE  
AUDIENCE  
IS...**



- The set of people who will read, listen to, or watch a piece of news
- The people a journalist has in mind when producing a story



### Audiences can affect journalistic choices:

Although journalists are committed to uncovering the truth, most publications are business, so they need to maintain audience interest to stay in business. Journalists or their editors will always decide which stories to cover and how to cover them with their audience in mind.

### Describing an audience

Some of the biggest factors that differentiate news audiences are demographics like age, gender, race, income, education level, and geographic location. Audiences could also be differentiated based on their beliefs, like political or religious affiliations.



**The following interview** aired on the PBS WNED news program "Woman" which focused on women's issues. In it, the host interviews Marcia Ann Gillespie, the editor-in-chief of Essence, a magazine about Black women's issues. The interview was broadcast on public television in Buffalo, New York.

To watch, go to [bit.ly/jia-gillespie](https://bit.ly/jia-gillespie)



Woman, "New Image for Black Women" Edited version of interview with Marcia Ann Gillespie of Essence magazine. Jan 16, 1976. Permission has been granted for educational purposes only, courtesy of WNED via American Archive of Public Broadcasting (WGBH and Library of Congress).

**Who is the target audience for the show "Woman"?**

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**What is Marcia Ann Gillespie's message to the show's audience?  
How does she direct her message to that audience?**

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