

AUDIENCE BENEFITS CHEAT SHEET

Family Forward

“IMPACT ME!”

1. Develop my knowledge and skills for myself and my family

- Keep them up-to-date on topics that relate to their life.
- Help them be a better parent. Help them understand what my children are experiencing.
- Enable their own or their family’s personal development. (Solve problems, learn a skill, etc.)
- Suggest way to keep them and their families healthy and fit.
- Help them find quality ways to spend family free time.

2. Stay-up-to date on news and issues that impact myself and my family

- Help them understand how local news impacts them and their family.
- Keep them up-to-date on national trends that have implications for my family/community.
- Give them people to relate to in the news (someone like me)
- Help them be a community role model.

3. Save money, find deals and have more time with people I care for

- Stay up-to-date on business news and economic shifts that impact them.
- Teach them how to manage their money effectively.
- Help them find the best quality products that are available in local markets.
- Help them save money on large purchases.
- Help them understand the current trends and direction of their career.
- Help them balance responsibilities between work & home.

Know the Score

“EXPLAIN IT!”

1. Have informed conversations with family, friends and colleagues about the news

- Give them key talking points. A quick, shareable summary.
- Make them aware of the latest trends being debated nationally. (What’s buzzing?)
- Help them understand how key issues influence them.
- Connect them with people who have similar interests.

2. Fuel my outside interests, hobbies and passions

- Keep them up-to-date about what’s happening in their area of interest.
- Entertain them. Tell them what TV, movies, events are worth their time.
- Find local ways to fuel my outside interests and hobbies.
- Help them connect with others that have similar hobbies and interests.

3. Explore job options and get an edge in my industry

- Keep them informed about local business/industry news that impacts them.
- Help them make good decisions so they can advance their career.
- Teach them to manage money effectively.
- Help them get a great deal on the products they buy.