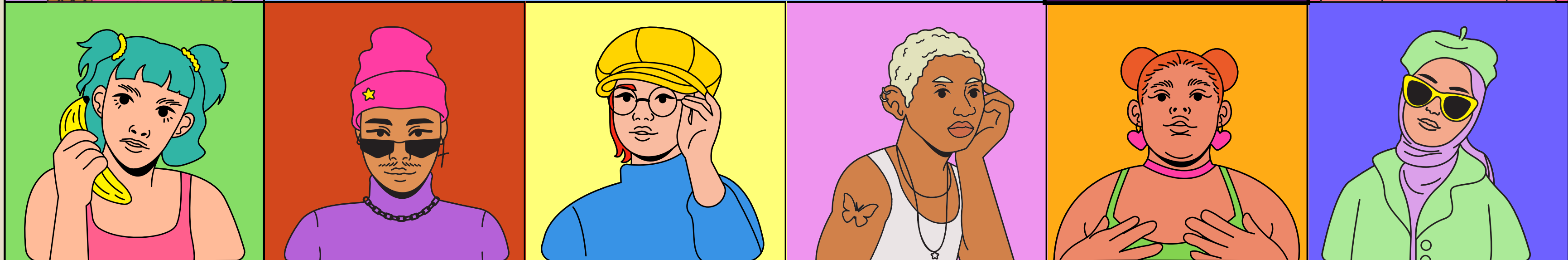




# WHAT'S "MY GROUP CHAT"?

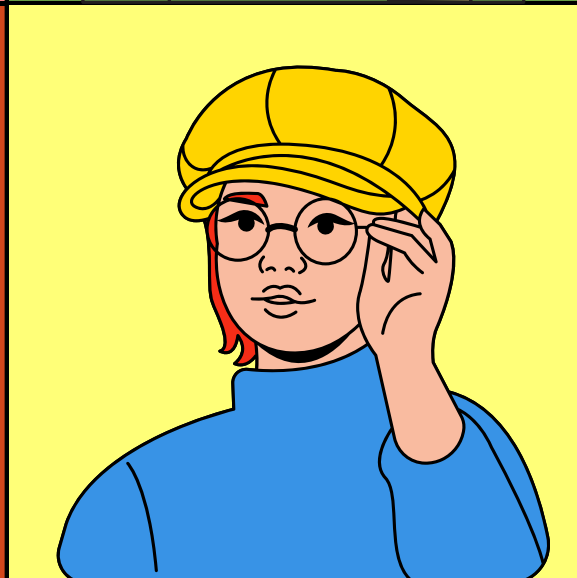
MY GROUP CHAT

[nj.com](http://nj.com)  
The Jersey

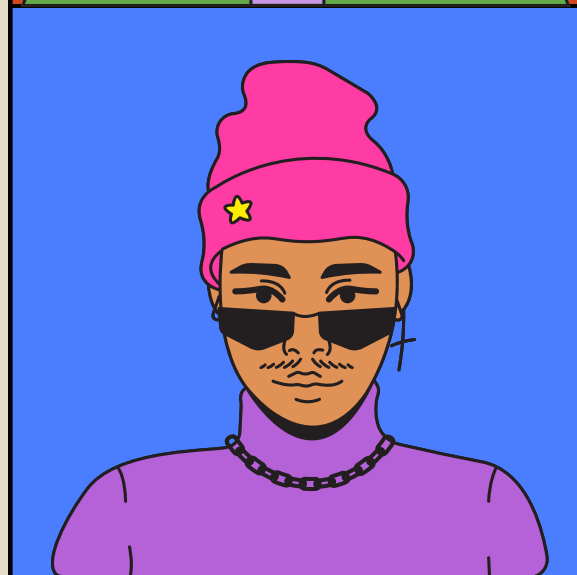




# **A NEWSLETTER. A WHATSAPP CHAT. A COMMUNITY.**



In writing, an audience is an intended group of readers or listeners who the writer or speaker has in mind when composing their work. An audience can be composed of a variety of people, from peers to experts in a given field.



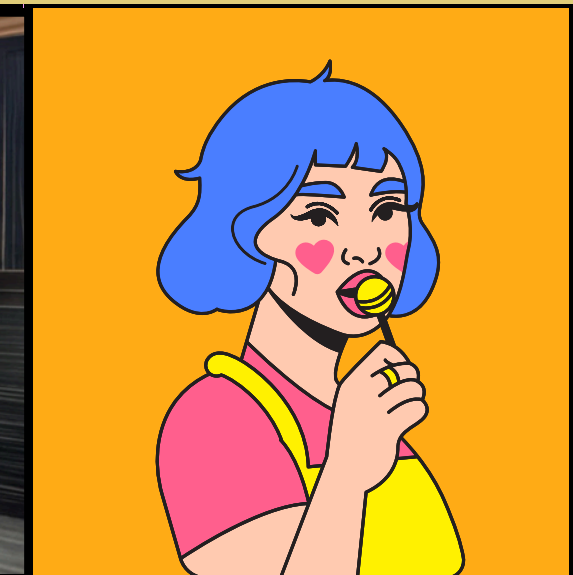
When I dreamed up the concept for "My Group Chat," I thought of all the ways I share important news, funny memes, and discuss topics that can be controversial like race, cultural identity, and even politics, with close friends. I found that 9/10, these interactions were happening organically in my group chat.

# A WEEKLY NEWSLETTER

The "Group Chat" newsletter is an example of writing that's crafted for a specific, targeted set of readers: Young (and young-ish!) people of color in N.J. In other words, "my people," *mi gente*. Friends, other Millennials, my peers. Every Thursday, I hit their inboxes with all the hot topics & hot takes trending that week.

# A WHATSAPP CHAT

A "Group Chat" newsletter w/out an actual group chat doesn't make sense. So, I created a WhatsApp chat for subscribers. The chat allows "Group Chatters" to discuss & debate newsletter topics in real time. It's also a place where strangers become friends and where community is made. 🎉





# THINGS TO CONSIDER WHEN WRITING FOR AN AUDIENCE



## **VOICE + TONE + AUTHENTICITY**

The tone of a piece of writing can help communicate the writer's attitude or opinion on a particular topic, so it is important to choose the right tone for the intended audience. (And as cliché as this may "sound" ...always + siempre, siempre, be your authentic self! 100)

## **EDUCATION**

Taking into account the education level of readers helps ensure that the material is appropriate for their understanding, rather than too simplistic or advanced. Many newspapers aim for stories written at an 11<sup>th</sup> grade reading level. (Some, even at a 5<sup>th</sup> grade reading level.) In "My Group Chat," most readers are first generation college graduates, children of immigrants.



## **INTEREST**

When your writing is tailored to the interests of your audience, it's more likely to connect with them and make a positive and lasting impact. Through the organic discussions in the chat, I've learned what topics my readers care most about. (National + local politics, culture, community building, etc.)

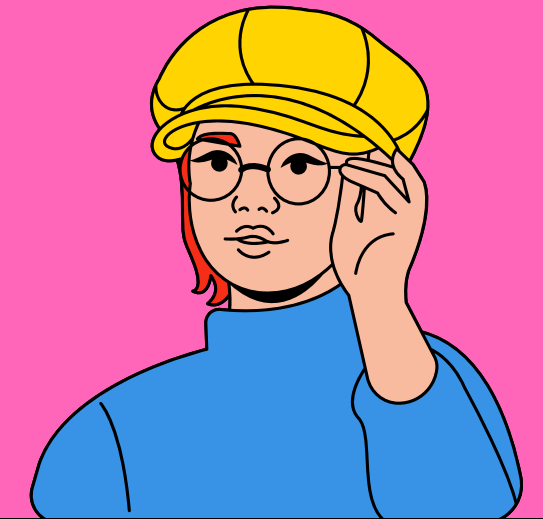


## **CULTURE**

Cultures have varying values, beliefs, & communication styles. By understanding these differences, we can tailor our writing to be more effective & engaging. It also helps us understand the nuances of particular situations (news + current events) & write about them w/more depth, clarity, sensitivity. And even authority!

## **DEMOGRAPHY**

Knowing the demographics of the target audience allows you to craft content that speaks to your audience in a language they understand. Where was your target reader born? How old is he, she, they? Where do they live? What are their main interests? Where do they work? What types of jobs do they have? Are they parents? Basically, who are they?

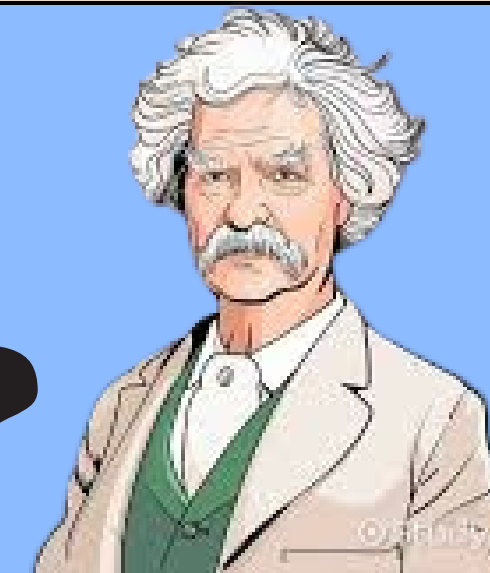


## **LANGUAGE**

Language is an integral part of communication. Not understanding the language of a target audience means that the message may not be communicated effectively. This means English, Spanish, Spanglish, Chicano, AAVE, and even Gen Z vs. Millennial vs. Baby Boomer slang/talk.



# WHY CONSIDER?



**“Write what you know!” – Mark Twain, allegedly**

It's important to consider audience in writing because it will affect the tone, language, and structure of the text.



The audience will have different needs, interests, and backgrounds, so writing that is tailored to them will be more effective and engaging. Knowing your audience and knowing them well will help you shape the text to meet their needs and interests. The goal is that they can easily grasp and relate to the content.

# GROUP CHAT WINS 🎉🏆🌟



01

I conceptualized and brought to life a "successful" news project that resonated with "people who look like me," and sound like me ...and are like me. And did it by being my greatest, fullest, and most authentic self. I let my true voice shine through and my target audience "heard" it in a powerful way.

02

Through this project, I've helped build community -- virtually and in real life with monthly in person meet-ups. Group Chatters have helped, supported, and cheered each other through highs and lows. (Job loss, grief, celebrations, business support, etc.)

03

Our efforts have been recognized nationally by prestigious journalism organizations like the National Headliner Awards and the National Association of Black Journalists.