

The second audience identification tool categorizes significant aspects of our ministry focus group that might have an impact on developing an effective ministry. This approach is an expansion of a widely used tool by the naval training base in San Diego, California, that prepares military personnel for international assignment. The questions relating to each category were developed by Iwa to bring to the surface dynamics having special importance for shaping effective ministry.

HEARRT PECK

Health This represents all aspects of the health and health care of the people. What is their state of health? Physically? Psychologically? Emotionally? Spiritually? How is health care provided in each of these areas? What health problems are they facing?

Education This represents all forms of education. How do the people learn? Who teaches whom? In what setting? What is their level of education? What types of media are used to educate people? Who are the opinion leaders among these people? What educational problems are the people facing?

Age/Stage This represents the age and stage in life of the people. How old are they? What stage of life are they going through? Is their age synchronized with their stage in life? What problems do people at their age face? What is their level of maturity?

Recreation This represents all the ways the people spend their leisure time. How much time do they have for rest and recreation? What do they do with that time? With whom do they spend it? What are their interests and hobbies? Do they have problems finding enough time for rest and recreation?

Religion This represents all the ways the people relate to the supernatural. What are their spiritual beliefs? What is their religious background? What are their present religious activities? How often do they attend religious services? What is their level of involvement? Are they superstitious? How do their superstitions affect their daily lives?

Transportation This represents the degree of mobility of the people. How do they get around? How much do they travel? How far and for how long? What transportation problems do they have?

H Health
E Education
A Age/Stage
R Recreation
R Religion
T Transportation

P Politics
E Economics
C Culture/
Communication
K Kinship