Influencing Auidence Template

Who influences the priority audience?	How much influence do they have (strong, moderate, weak)?	What behaviors do they currently influence the priority audience to do?	Why would they encourage the desired behavior?	Why would they discourage the desired behavior?	What media channels do they use most?
Example					
Priority Audience: Married Women of Reproductive Age (18 – 35)					
Mother-in-law	Very strong	Have many children Have a son Have a child immediately after marriage	The mother-in-law cares about the health of the baby	Traditionally the number of children a family has provides status in the community and signifies wealth Having a child immediately after marriage shows fertility	Storytelling Radio Peer to Peer