

# COMPARISONS OF DIFFERENT TYPES OF ORGANIZATIONAL AUDITS

## Readership Studies

- ◆ done on printed or electronic publications
- ◆ studies of readers to identify preferences, impact, readership levels, editorial needs, etc.
- ◆ audience preference only
- ◆ good for gyroscoping whether publication is meeting **audience** needs

## Publication Audits

- ◆ studies of publications with two foci:
  - **reader perspective** (a la readership studies)
  - **expert analysis** of graphic content, publication strategy & targeting, readership (Flesh & Fogg)
- ◆ good for determining whether current print & electronic publication(s) are meeting **organizational** needs, as well as determining need for revamping of style, strategy and messages & appeals

## Communication Audits

- ◆ studies complete communication flow between organization & its target publics
- ◆ goes beyond publications to all methods of communication, e.g. signage, phone, e-mail, interpersonal, media coverage, etc.
- ◆ less integration of audience perceptions
- ◆ comprehensive review of all communication modes as a **system**
- ◆ emphasis on feedback opportunities to achieve 2-way interchange

## Relationship Audits

- ◆ comprehensive analysis of organizational relationship issues, including communication, from an expert viewpoint, coupled & integrated with target audience (internal & external) perspectives, attitudes & behavior
- ◆ focus is **behavioral & action oriented**
- ◆ integrates past events, future expectations with current interactions – not just communications
- ◆ in-depth & detailed
- ◆ ability to benchmark, plan strategy & evaluate in detail