

## Audience Profile Sheet

Reader's Name:

Lisa Bova- Hiatt

Reader's Job Title:

Interim Chief Executive Officer of the New York City Housing Authority

Kind of Reader:

Primary \_\_\_\_\_ Secondary  \_\_\_\_\_

Reader's Level of Education:

Bachelor's Degree in Political Science and Economics, Master's Degree in Public Administration  
Degree in Public Administration

Reader's Professional Experience:

Over 25 years of experience in public service, including roles at the New York City Department of Investigation and the New York City Department of Education. Currently serving as the Interim Chief Executive Officer of the New York City Housing Authority.

Reader's Job Responsibilities:

As Interim CEO of the New York City Housing Authority, responsible for overseeing the largest public housing authority in North America, providing affordable housing to over 400,000 low-income New Yorkers.

Reader's Personal Characteristics:

Experienced, knowledgeable, busy, focused on results, and committed to affordable housing.

Reader's Cultural Background:

Indian

Reader's Attitude Toward the Writer (you):

Neutral

Reader's Attitude Toward the Position you're applying to:

Interested in solutions that will assist the New York City Housing Authority save money on energy bills while also improving tenants' quality of life.

Reader's Expectations for an employee in that position:

Well-organized, professional, and easy to read, with a clear explanation of the benefits of the proposed smart thermostat technology.

Reader's Expectations about the Résumé and Job Letter (as documents):

A proposal outlining the advantages of a smart thermostat for public housing residents, including cost savings, improved comfort, and reduced energy use

Reader's Way of Reading the Document:

Skim it \_\_\_\_\_ Study it  X \_\_\_\_\_

Read a portion of it  X \_\_\_\_\_ Which portion?

The section on cost savings, and the section on benefits for residents.

Modify it and submit it to another reader  NO \_\_\_\_\_

Reader's Reading Skill:

Strong reading and analytical skills, with a focus on identifying key information and evaluating proposals for feasibility and impact.

Reader's Physical Environment:

Lisa Bova-Hiatt, the Interim CEO of the New York City Housing Authority, is likely to have a busy schedule and may be reading papers in a variety of settings, including her workplace, during meetings, and while commuting between sites.

Adapted from Markel (7<sup>th</sup> Ed.), p. 88