|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Segmenting Stakeholders Matrix | | | | | |
| Prioritizing Stakeholders | | | | | |
| By Attributes | Definitive:  Expectant – Dominant:  Dependent:  Dangerous:  Latent – Dormant:  Discretionary:  Demanding: | | | | |
| By Situation | Active:  Aware:  Aroused:  Inactive | | | | |
| By Communication  Strategy | Advocate:  Dormant:  Adversarial:  Apathetic: | | | | |
| Understanding Stakeholders | | | | | |
| Segments | Descriptors | Concerns | Values | Consumer  Habits | Information Needs & Preferences |
| Generation |  |  |  |  |  |
| Life Stage |  |  |  |  |  |
| Social Class |  |  |  |  |  |
| Lifestyle |  |  |  |  |  |
| Gender |  |  |  |  |  |
| Race/Nationality |  |  |  |  |  |
| Other |  |  |  |  |  |

*Adapted from Brad Rawlins, Prioritizing Stakeholders for Public Relations (Institute for Public Relations, 2006) and Linda P. Morton, Public Relations Publications: Designing for Target Publics (Norman, OK: Sultan Communication Books, 2000).*