

Mapping Your Publics

Communications & Media

Sorting publics by the power they hold and the interest they take.

Power against interest, and the resulting approach.

Position	Approach
High power, high interest	Engage closely and early
High power, low interest	Keep satisfied, brief concisely
Low power, high interest	Keep informed, they set the tone
Low power, low interest	Monitor, do not flood

Position is not fixed. A low-interest regulator becomes high-interest the day something goes wrong, so map again during an issue.