

Approaches to Communication

| Direct (high control) | Audience Selectivity (higher) |
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| 1. Site visits by CEO, GMDs, BOD | Employees, Customers, Suppliers, Shareholders |
| 2. Analysts Briefings | Analysts |
| 3. Media Briefings | Media |
| 4. Political Briefings | Elected leaders, public officials |
| 5. Employee Forums by CEO, GMDs | Employees, News media |
| 6. Customer Seminars | Customers |
| 7. Shareholder Seminars | Shareholders |
| 8. Vendor Forums | Vendors |
| 9. Media Forums | Media |
| 10. Web Site, Blogs, Podcasts | Stakeholders, ¹ General public, opinion leaders |
| In-Between (moderate control) | Audience Selectivity (lower) |
| 11. Direct Mail | Targeted stakeholders |
| 12. Employee Communications ² | Employees, media |
| 13. Feature stories in print media | General public, opinion leaders |
| 14. Interview w/ print media | General public, opinion leaders |
| 15. Interview w/ talk-back radio | General public, opinion leaders |
| 16. Newspaper ads | Stakeholders, general public, opinion leaders |
| 17. Trade media | Stakeholders |
| Mediated (low control) | Audience Selectivity (lowest) |
| 18. News releases: print & electronic media | General public, opinion leaders |
| 19. Television news | General public, opinion leaders |
| 20. Radio news | General public, opinion leaders |
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¹ Shareholders, Customers, Employees, Suppliers, Peak Organizations, etc.

² Includes e-mails, company newsletters, magazines, etc.