

Types of Power Structures

- **Elite Power Model** – The high concentration is in the hands of a small, elite group that represents the industrial, commercial and financial interests in a community.
- **Pluralistic or Diffused Model** – It has several centers of power or power bases.
- **Amorphous Model** – Power is basically absent or latent. Many believe in the status quo or the way things are.

Audiences

Active Audience

- Seeking information
- Already persuaded

Passive Audience

- Uninterested
 - Use surrogates (stand-ins)
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Major Publics

Media Publics

Mass media

Local

- Print publications

 - Newspapers

 - Magazines

- TV stations

- Radio stations

National

- Print publications

- Broadcast networks

- Wire services

Specialized media

Local

- Trade, industry and association publications

- Organizational house and membership publications

- Ethnic publications

- Publications of special groups

- Specialized broadcast programs and stations

National

- General business publications

- National trade, industry and association publications

- National organizational house and membership publications

- National ethnic publications

- Publications of national special groups

- National specialized broadcast programs and networks

Member Publics

Organization employees

- Headquarters management

- Headquarters non-management (staff)

- Other headquarters personnel

Organization officers

- Elected officers

- Appointed officers

- Legislative groups

- Boards, committees

Organization members

- Regular members

- Members in special categories--sustaining, emeritus, student members

- Honorary members or groups

Prospective organization members

State or local chapters

- Organization employees

- Organization officers

- Organization members

- Prospective organization members

Related or other allied organizations

Employee Publics

Management

- Upper-level administrators

- Mid-level administrators

- Lower-level administrators

Non-management (staff)

Specialists

Clerical personnel

Secretarial personnel

Uniformed personnel

Equipment operators

Drivers

Security personnel

Other uniformed personnel

Union representatives

Other non-management personnel

Community Publics

Community media

Mass

Specialized

Community leaders

Public officials

Educators

Religious leaders

Professionals

Executives

Bankers

Union leaders

Ethnic leaders

Neighborhood leaders

Community organizations

Civic

Service

Social
Business
Cultural
Religious
Youth
Political
Special interest
Other

Investor Publics

Shareowners and potential shareowners
Security analysts and investment counselors
Financial press
Major wire services: Dow Jones & Co.,
Reuters Economic Service, AP, UPI
Major business magazines: *Business
Week, Fortune*, and the like-mass circulation and specialized
Major newspapers: *The New York Times, The Wall Street Journal*

Statistical services: Standard and Poor's Corp., Moody's Investor Service,
and the like
Private wire services: PR News Wire, Business Wire
Securities and Exchange Commission
(SEC) for publicly owned companies

Government Publics

Federal
Legislative branch

- Representatives, staff, committee personnel
- Senators, staff, committee personnel
- Executive branch
 - President
 - White House staff, advisers, committees
 - Cabinet officers, departments, agencies, commissions
- State
 - Legislative branch
 - Representatives, delegates, staff, committee personnel
 - Senators, staff, committee personnel
 - Executive branch
 - Governor
 - Governor's staff, advisers, committees
 - Cabinet officers, departments, agencies, commissions
- County
 - County executive
 - Other county officials, commissions, departments
- City
 - Mayor or city manager
 - City council
 - Other city officials, commissions, departments

Consumer Publics

- Company employees
- Customers
 - Professionals
 - Middle class
 - Working class
 - Minorities

Other
Activist consumer groups
Consumer publications
Consumer media, mass and specialized
Consumer leaders and organizations

Special Publics

Media consumed by this public

Mass
Specialized

Leaders of this public

Public officials
Professional leaders
Ethnic leaders
Neighborhood leaders

Organizations composing this public

Civic
Political
Service
Business
Cultural
Religious
Youth
Other

*Stakeholders [anyone with an interest (financial or otherwise) in a company or organization]

