SPECIAL PUBLICS

- LAWYERS
- ENVIRONMENTALISTS
- PHYSICIANS
- BLOGS
- LOBBYISTS
- TRADE GROUPS
- ORGANIZED OPPOSITION
- TEACHERS
- RELIGIOUS LEADERS
- OPINION LEADERS
- UNION LEADERSHIP
- LOWER SCHOOL OFFICIALS
- UPPER SCHOOL OFFICIALS
- LOCAL CONGRESSMEN
- LOCAL LEGISLATORS
- CIVIC AND PHILANTHROPI STIC GROUPS
- VENDORS
- LEGACY MEDIA
- NEW MEDIA
- STATE REGULATORS
- CITY COUNCIL
- BUSINESS PEOPLE
- FEDERAL REGULATORS
- TOP MANAGEMENT
- MIDDLE MANAGEMENT
- FIRST-LINE SUPERVISORS
- EMPLOYEES
- EMPLOYEE FAMILIES
- COMMUNITY
- Messages to the Community
- Feedback from the Community

BASE AUDIENCE

Organize Special Publics in Priority Order
With Most Important Toward the Point