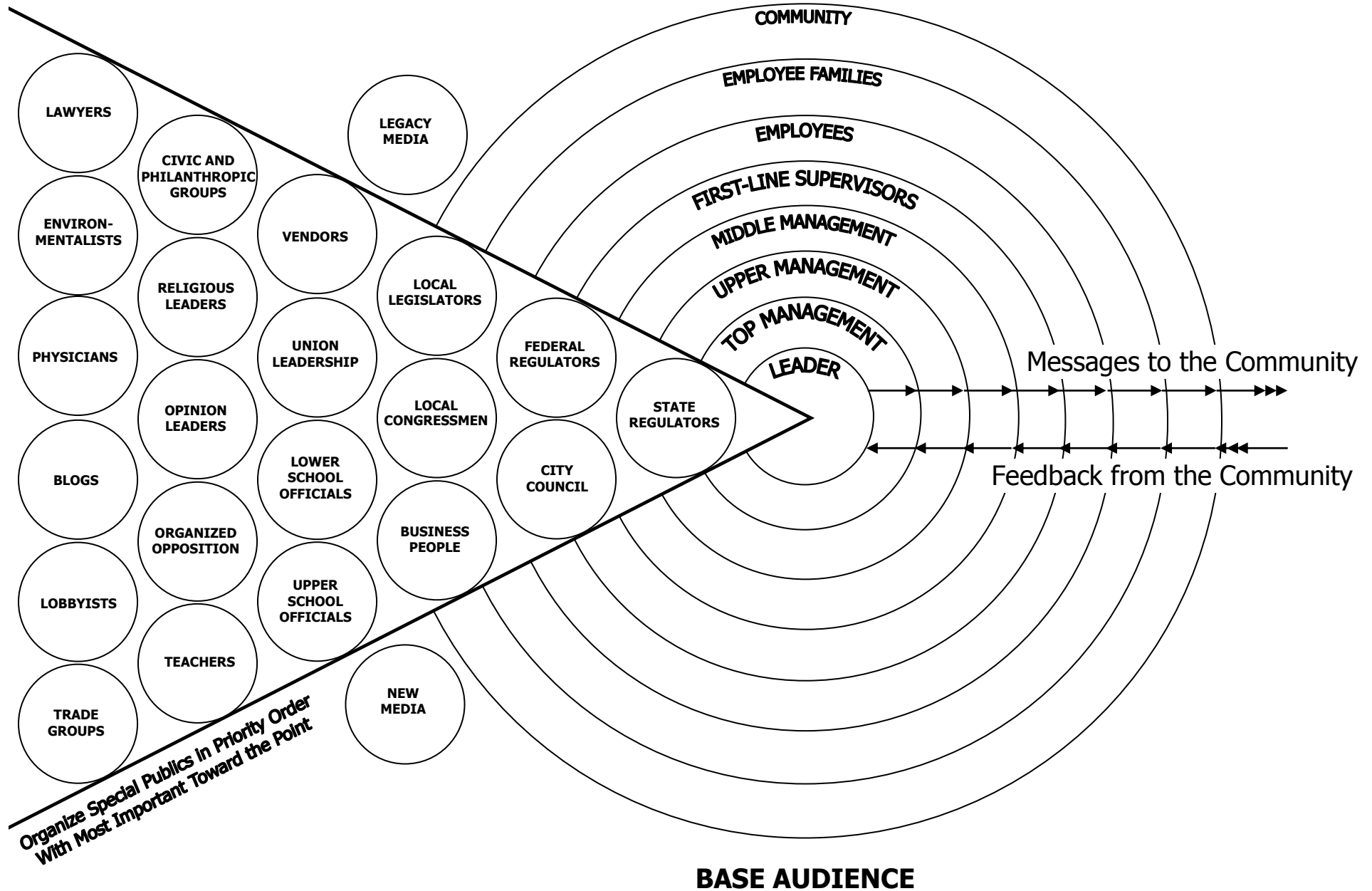


Ridgeway Strategic Audience Analysis Worksheet

SPECIAL PUBLICS

Figure One



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

BASE AUDIENCE

* Original concept by Paul A. Ridgeway, President, Ridgeway International, suggested in Canton, North Carolina, 1987.