

Identifying Priority Publics: A Model for Science

Peg Hall
Civil Sector Specialist
Mode 2 Associates
© 2007

Illinois Senate OKs Stem Cell Research

The Illinois Senate voted Friday to spend state tax dollars on embryonic stem cell research, despite objections from those who argue the research destroys human life.

Borders Without Fences

In the debate over how to prevent illegal immigration from Mexico into the United States — armed patrols, electronic surveillance, prison time for first offenders and a 700-mile-long 15-foot-high fence — few politicians have voiced concern over the last option's profound effects on wildlife.

Published: February 24, 2007

Companies Go Green To Get Green

SAN FRANCISCO - Ecosphere Technologies Inc. has been in business for nearly a decade, but deep-pocketed investors have never expressed interest in the company like...

Deerhaven 2 Upgrade is Moving Forward

A \$140 million upgrade that will reduce pollution from Gainesville Regional Utilities' Deerhaven 2 facility is moving ahead...

Plan for New Concrete Plant in City of Alachua Advances

City commissioners on Monday cast a final vote of approval for a land-use change to allow a concrete batch plant to be built just off of U.S. 441.

State Plan Mandates Relocation of Tortoises

A state plan would end a controversial policy allowing gopher tortoises to be buried alive, instead requiring developers to relocate the reptiles.

Conservation easement can come with tax benefits, legacy

Selling land to a developer may seem like the most financially beneficial choice... However, there is an alternative that conserves land and can offer landowners financial rewards.

Nashville Business Journal

Evolution Opponents Lose Kansas School Board Majority

3 August 2006





Debunking Global Warming

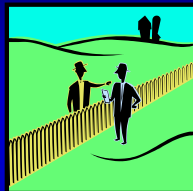
Ice caps come and go. Polar bears will survive or die off.

Decision Context



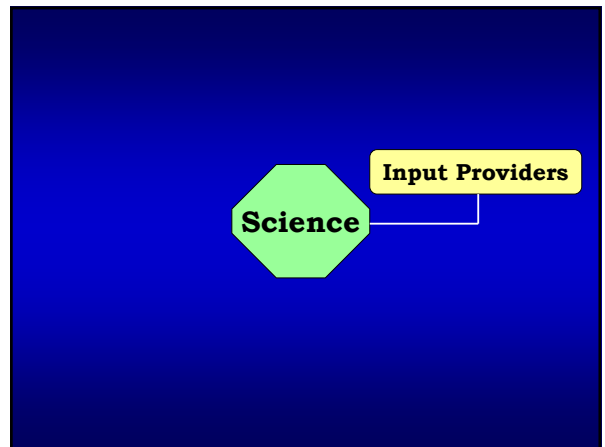
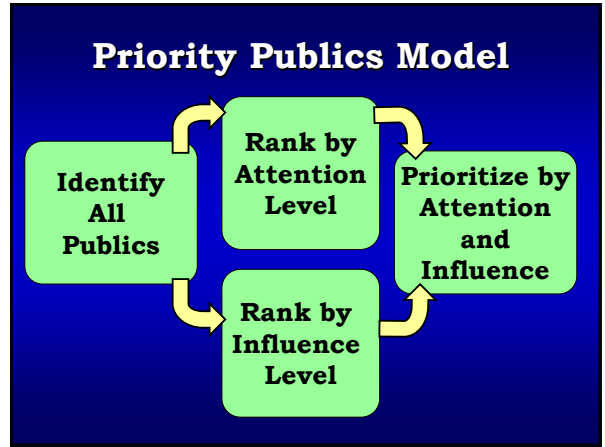
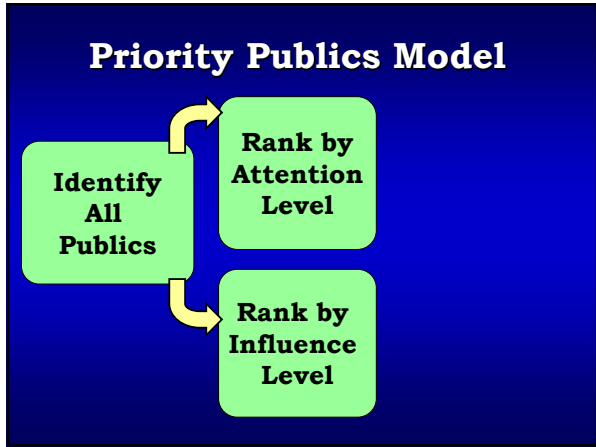
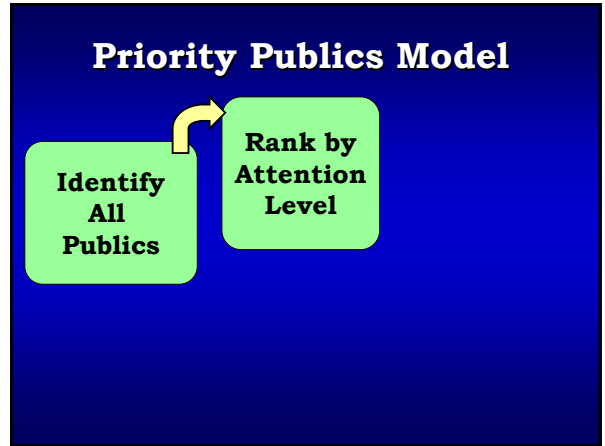
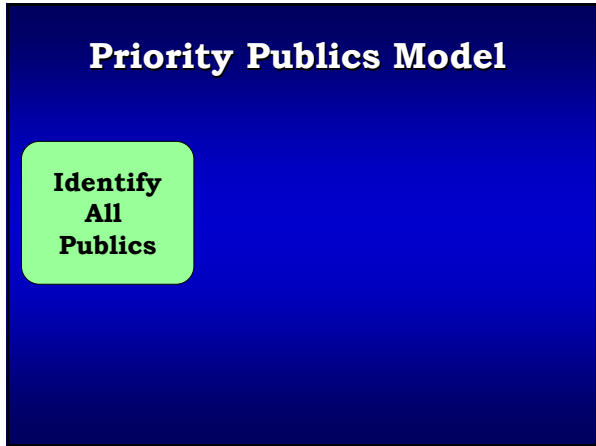
Why a Model?

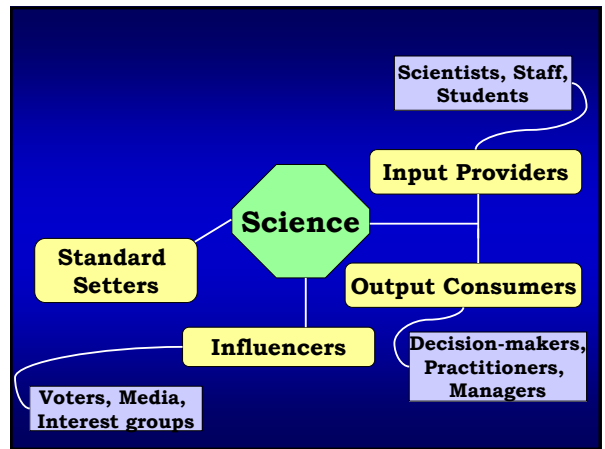
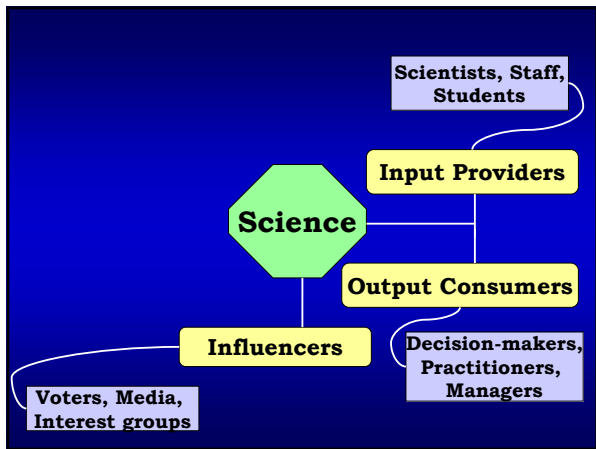
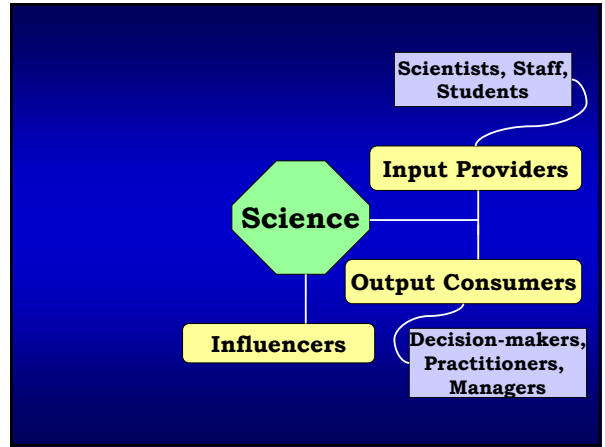
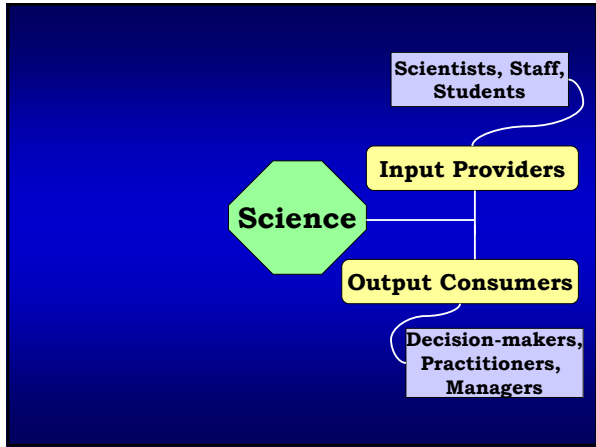
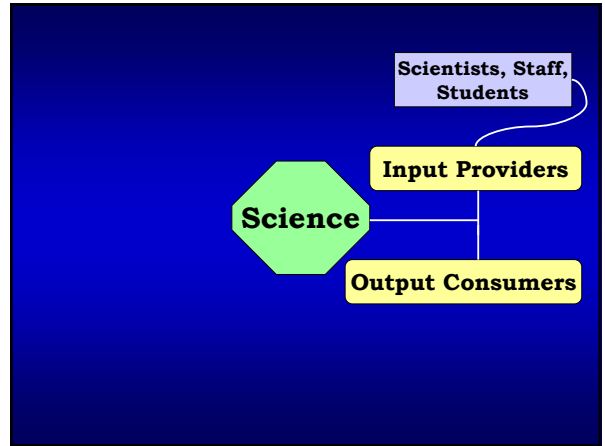
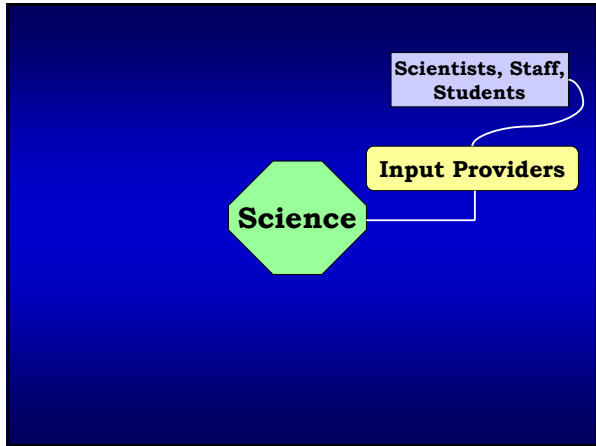
Too few current publics

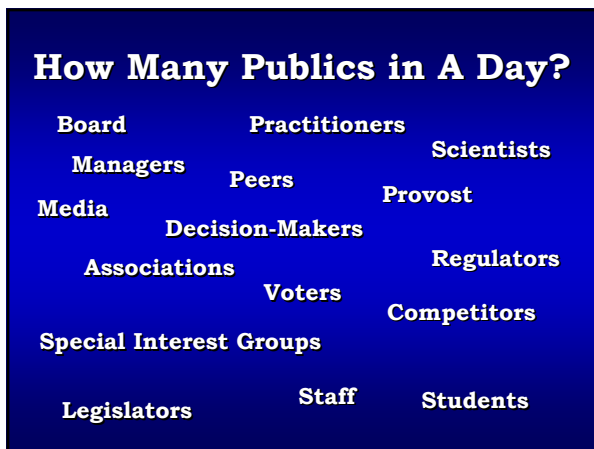
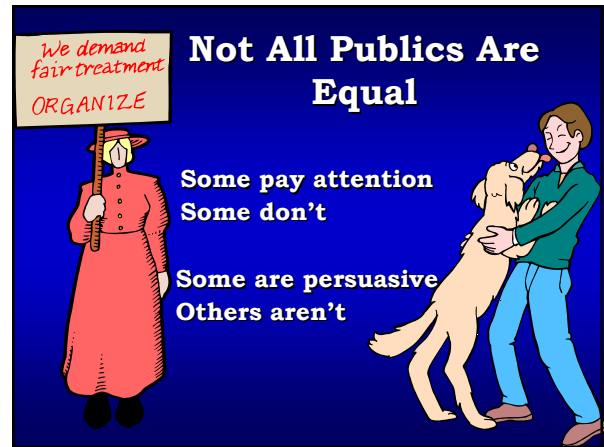
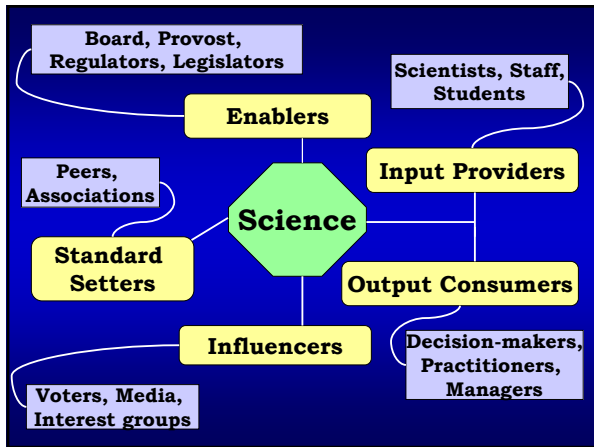
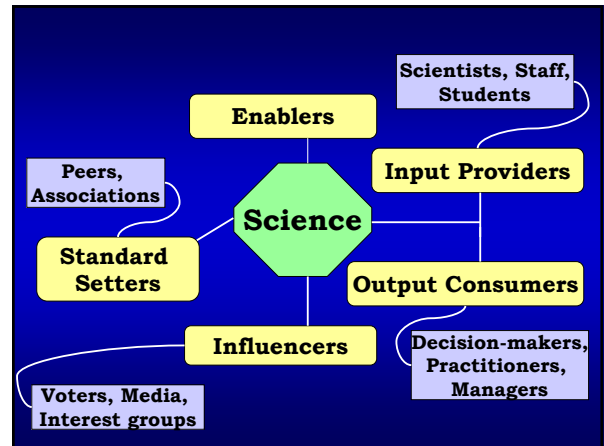
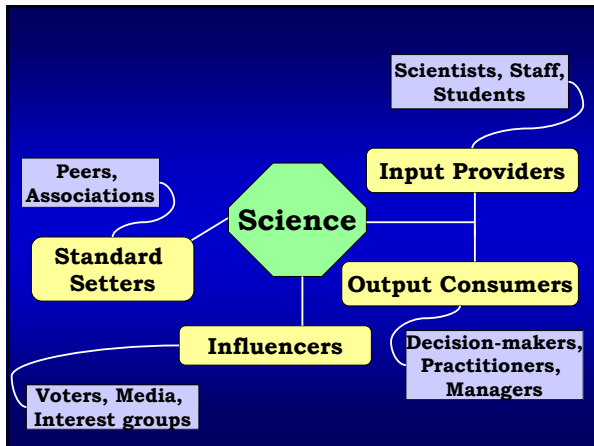


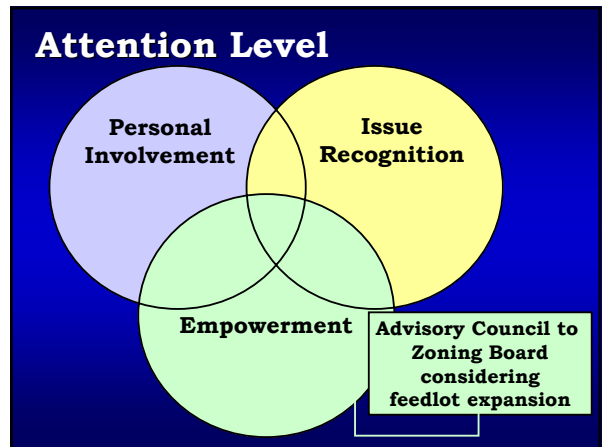
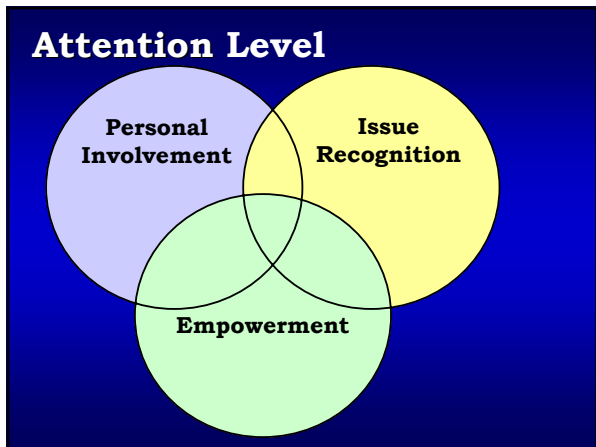
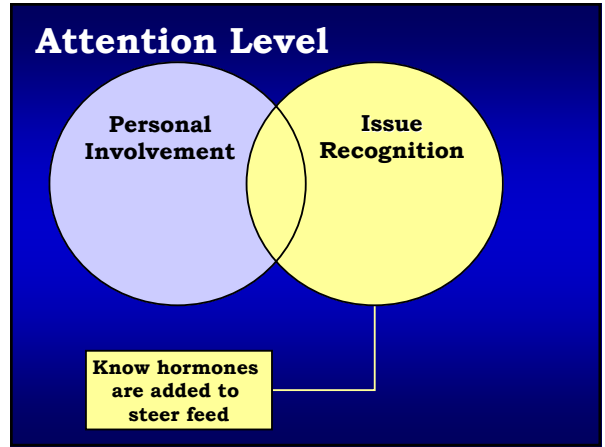
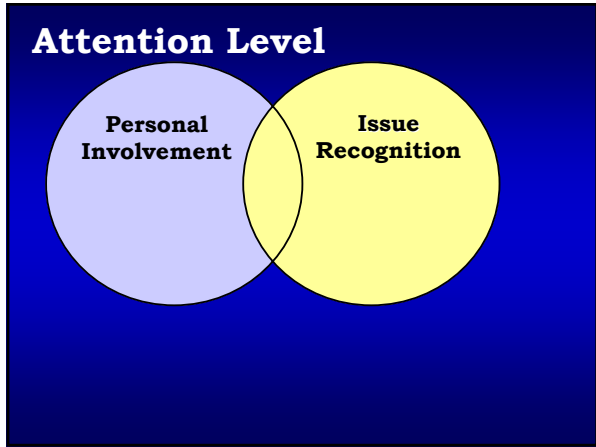
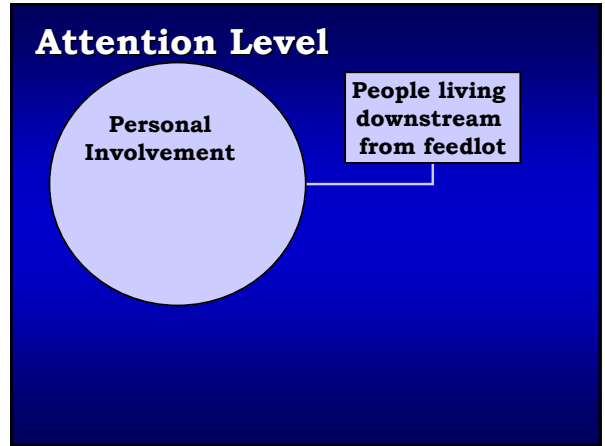
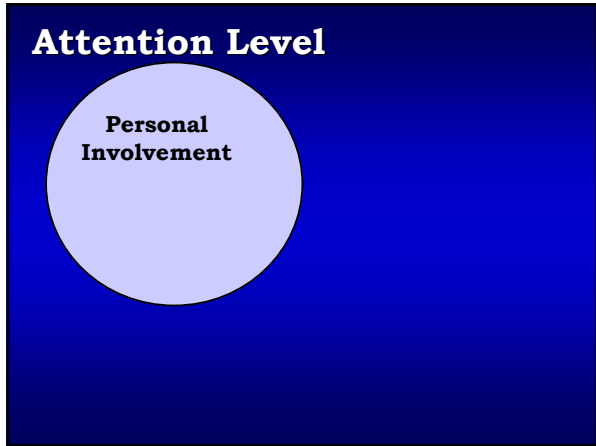
Too many potential publics

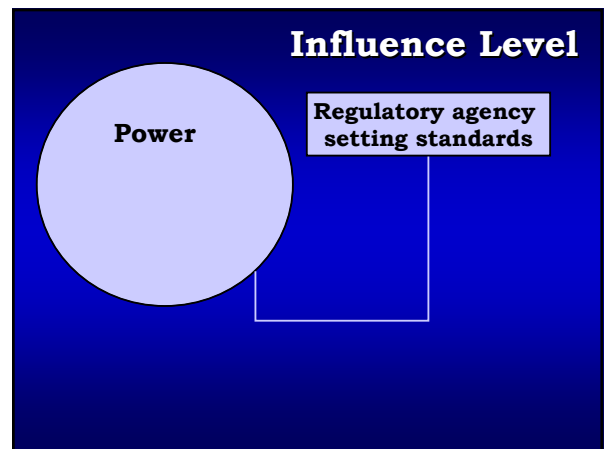
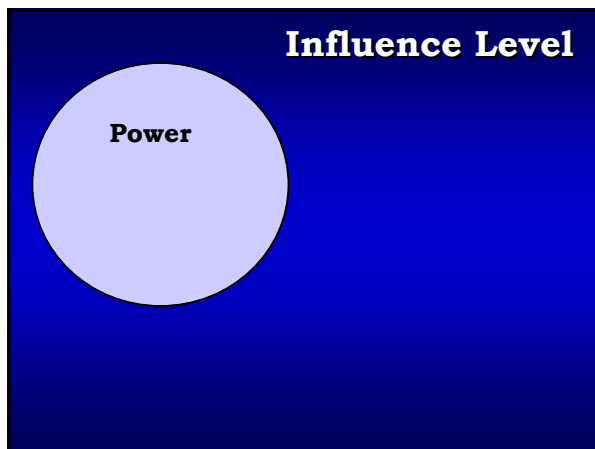
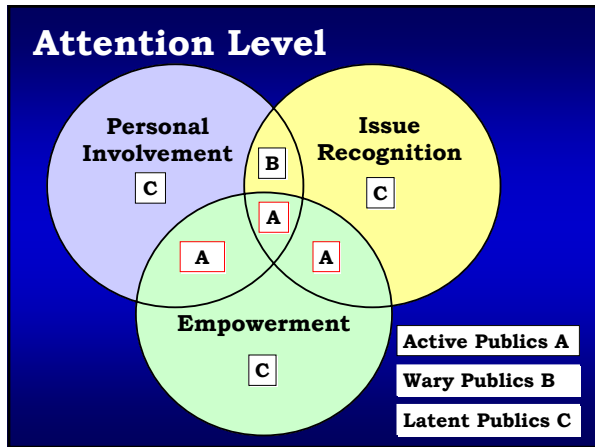
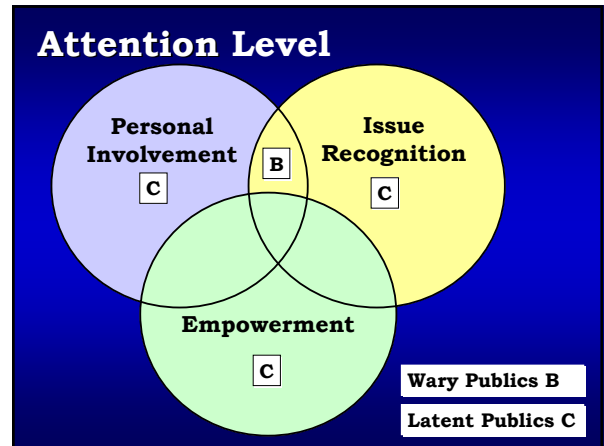
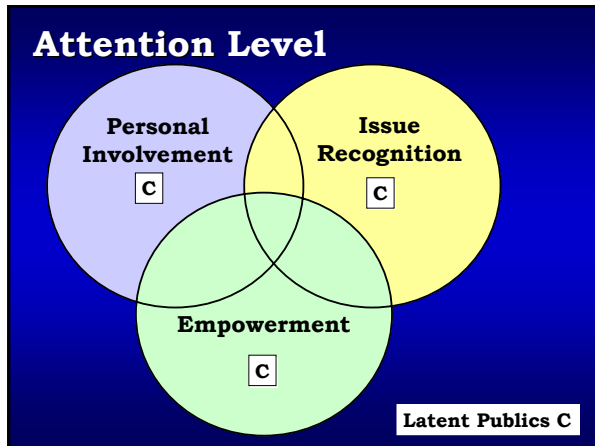
Priority Publics Model

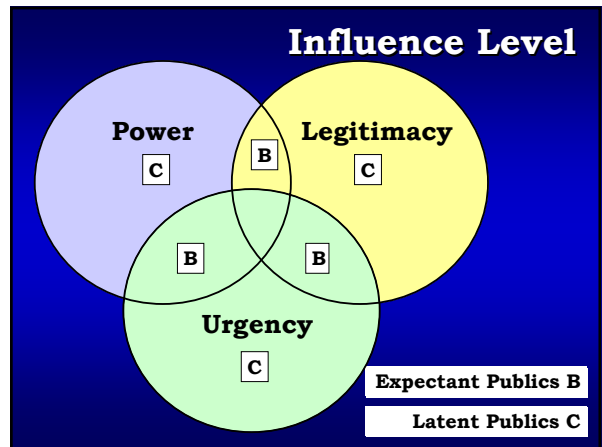
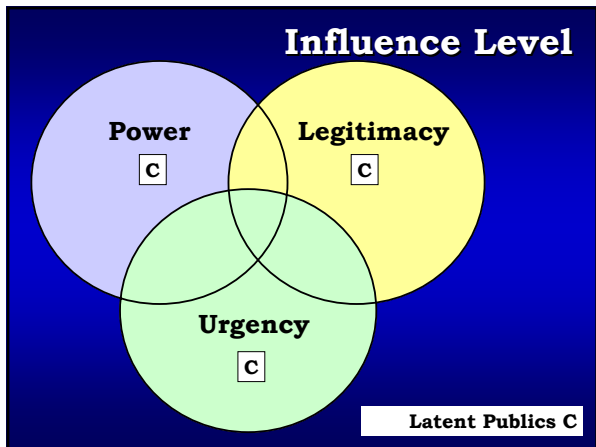
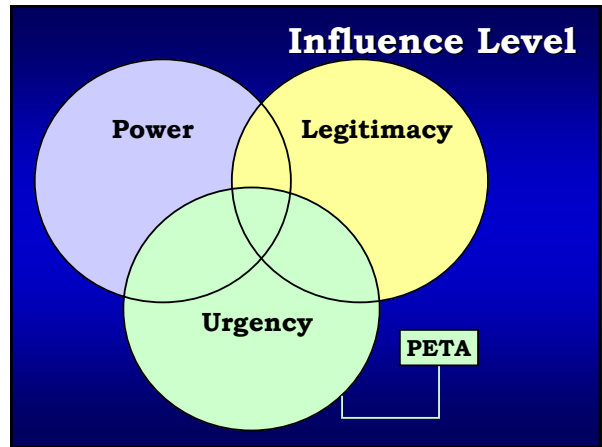
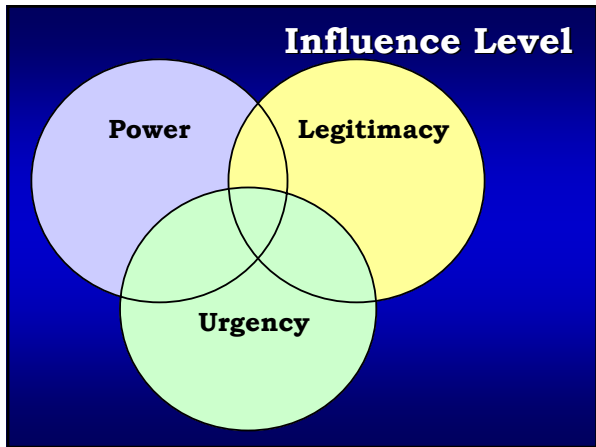
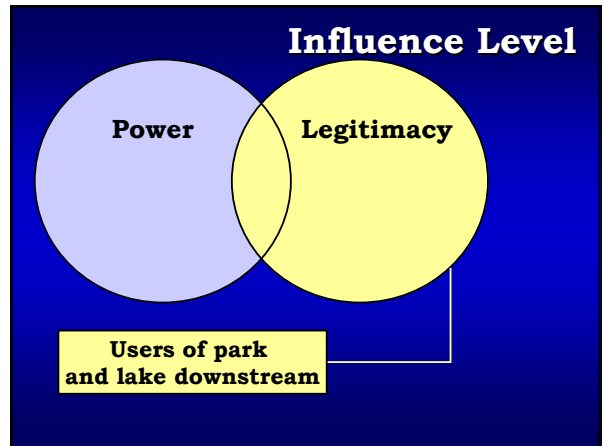
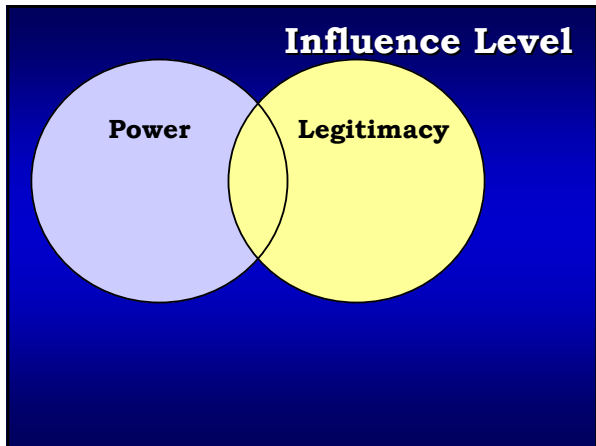


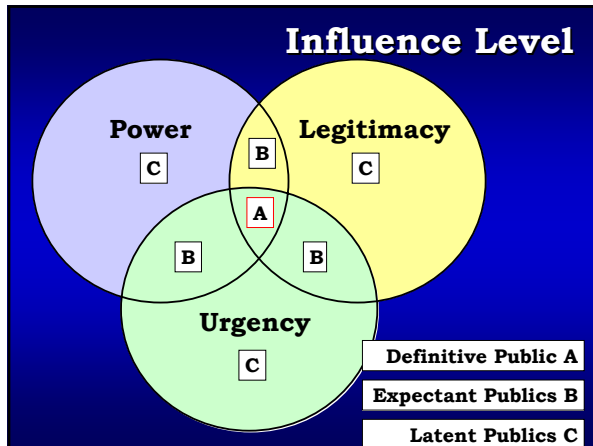














The "A" Public

Has all the factors that can best help move science to the core of decision making



The "B" Publics




At least 2 attention or 2 influence factors

Special B Public: The Dependent Public
Legitimacy and Urgency

The "C" Publics

Any 1 of the 6 attention or influence factors



Next Step?

The Outcome Model

Interaction

To Achieve Shared Goals

For more in depth discussion of these concepts and theories, see:

- Grunig "Situational theory of publics" *Encyclopedia of Public Relations* (2005)
- Grunig & Holt (1984) *Managing Public Relations* Holt, Rinehart and Winston
- Mitchell, Agle, Wood (1997) *Academy of Management Review*
- Adapted from Rawlins, B. L. (2006) *Prioritizing Stakeholders for Public Relations*. Institute for Public Relations. www.instituteforpr.org

