

## Worksheet for Step 2 of message mapping: Identify and classify stakeholders

In any risk controversy, the true stakeholders are the ones who express high-to-moderate outrage. It becomes vital for the organization to clearly define these stakeholders so it can devise a strategy to calm their outrage without stoking outrage in publics with low or no outrage. Use this worksheet to help you identify your external and internal stakeholders. This list may grow or shrink as the risk controversy plays out.

		Defining characteristics	Lists
Stakeholders	Fanatics (high outrage)	Fanatics are the handful of people who are consumed, even obsessed, with a risk controversy. "Your issue is their main preoccupation in life," risk communication consultant Dr. Peter M. Sandman says, "second only to job and family (and sometimes not that)."	
	Attentives (moderate outrage)	Attentives are highly concerned about a risk controversy, but are living without allowing the controversy to distort their lives. This is what separates attentives from fanatics: Attentives will participate in the outrage by going to a meeting, or keeping up with the dispute in the news, or joining an organization. However, the controversy is far from the most important thing on their minds.	
Publics	Browsers (low outrage)	Browsers keep up with a risk controversy in the news, but have no desire to participate. (It is vital to identify any browsers who may be at risk from the hazard, and to make preparations to alert them to the risk.)	
	Inattentives (no outrage)	Inattentives simply don't know or don't care about the risk or the controversy. (It is vital to identify any inattentive who may be at risk from the hazard, and to make preparations to alert them to the risk.)	

Source: Sandman, P. (2003, June 12). "Stakeholders." Retrieved April 28, 2016, from <http://www.psandman.com/col/stakeh.htm>.