

News Pie's **stakeholder** **mapping** exercise!

Had a go at using Smaply as suggested by Katie but when it came to exporting the work as a PDF I couldn't without a subscription 😱

So I've tried my best to screen capture the work...



STAKEHOLDERS

RELATIONSHIPS

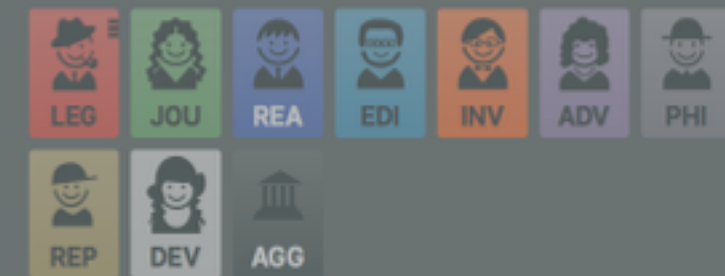
FILTER

STAKEHOLDERS ?

+ Create stakeholder

All created stakeholders are already used on the map.

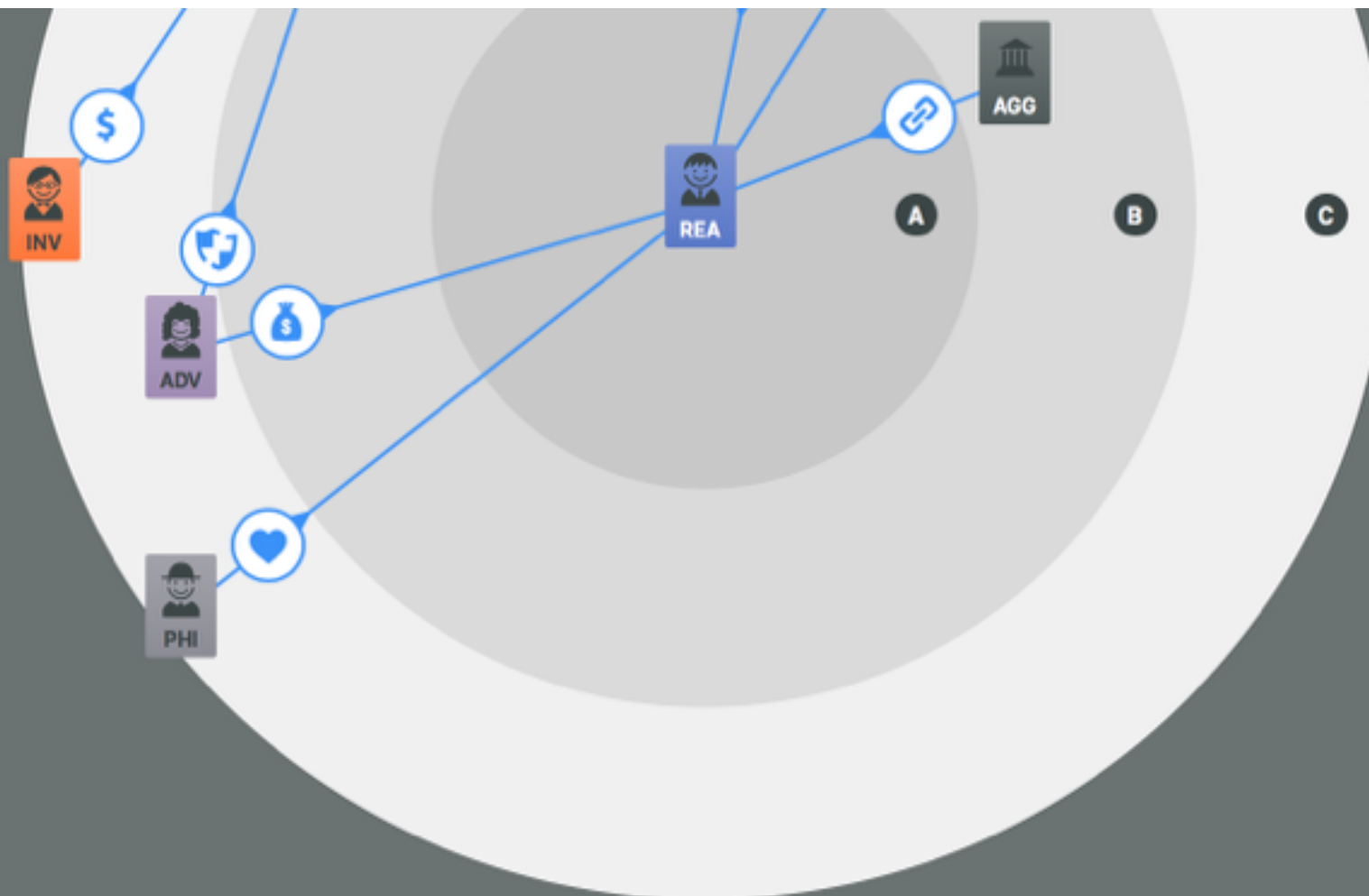
USED STAKEHOLDERS



SECTORS ?

- A** News Consumption
- B** News Distribution
- C** News Production

+ Support & Feedback



USED RELATIONSHIPS



Wants a direct relationship with the reader so that news can be delivered without being demoted by intermediaries



Wants to create software so that the news reader has a better experience and thus increase the value of the content that has been produced



Works together to produce news



Works together to produce news



Has doubts about investing in media



Understands the value that news has on society



Will pay to get messages in front of readers



Value of this relationship has eroded because the opportunities for the advertiser are greater than ever



Facebook, Twitter et al, have created a direct relationship with readers, by owning distribution

Key takeaways

- Helpful to think about journalism sectors as producers, distributors and consumers
- Frail funding models
- Solving problems for readers will create the demand for journalists
- Lack of direct relationships