|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Stakeholder no. | Stakeholder | **Does the stakeholder have a fundamental impact on your system’s performance?** | **Can you clearly identify what you want from the stakeholder?** | **Is the relationship dynamic?** | **Is the stakeholder replaceable?** | **Has the stakeholder already been identified through another relationship? If so, which relationship?** |
| 1. | Top Management team | Yes | Strategic direction | Yes | No | No |
| 2. | Senior journalists | Yes | Quality content | Yes | Difficult, but yes | Yes, the editorial team |
| 3. | Journalists | Yes | Timely articles | Yes | Yes | Yes, as employees |
| 4. | Reporters | Yes | Accurate news reports | Event and response driven | Yes | Yes, journalists’ team |
| 5. | Head of departments | Yes | Overall workflow management | Stable | Yes | Yes, management team |

**Subsystem: Publishing**

**Subsystem: Advertising**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Stakeholder no. | Stakeholder | Fundamental impact | What is wanted? | Relationship dynamic | Replaceable? | Identified through another relationship? |
| 1. | Top Publishing management | yes | Budget decisions | yes | no | Yes, publishing subsystem |
| 2. | Senior sales executives | yes | Successful sales | yes | sensitive | Yes, sales team |
| 3. | Marketing teams | Indirect impact | Ad placements | yes | yes | no |
| 4. | Head of departments | yes | Account management/overall flow | stable | yes | Yes, management team |
| 5. | Sales executives | yes | Contract fulfillment | yes | impactful | Yes, employees |

**Subsystem: Distribution**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Stakeholder # | Stakeholder | Fundamental impact | What is wanted? | Relationship dynamic | Replaceable? | Identified through another relationship? |
| 1. | Distribution department heads | yes | Distribution management | yes | yes | Yes, management team |
| 2. | Distribution agencies | Yes | Timely distribution | yes | yes | no |
| 3. | Executives monitoring distribution | yes | Contract compliance | yes | yes | Yes, distribution team |
| 4. | Readers (end-user) | indirect | Reader engagement | yes | no | no |
| 5. | New sources | Indirect | Reliable information | yes | yes | no |

**Publishing Subsystem Stakeholders:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder #** | **Stakeholder** | **Power** | **Legitimacy** | **Urgency** |
| 1. | Top management | High | High | Medium |
| 2. | Senior journalists | Medium | High | High |
| 3. | Journalists | Medium | High | High |
| 4. | Reporters | Low | Medium | High |
| 5. | HODs | medium | High | medium |

**Advertising Subsystem Stakeholders:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder #** | **Stakeholder** | **Power** | **Legitimacy** | **Urgency** |
| 1. | Top management | High | High | Medium |
| 2. | Senior sales executives | Medium | High | High |
| 3. | Marketing teams | Low | Medium | Medium |
| 4. | Advertising HOD | medium | High | Medium |
| 5. | Sales executives | low | medium | High |

**Distribution Subsystem Stakeholders:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder #** | **Stakeholder** | **Power** | **Legitimacy** | **Urgency** |
| 1. | Distribution department heads | Medium | High | Medium |
| 2. | Distribution agencies | Low | Medium | High |
| 3. | Executives monitoring distribution | Low | Medium | Medium |
| 4. | Readers (end-users) | Low | High | High |
| 5. | News sources | low | medium | medium |