Your organization and those with whom your organization needs the strongest communications linkages.

- **Internal audiences (staff, department heads, etc.)**
- **Auxiliary groups within your organization or closely aligned to your organization or its work.**
- **Peer groups or sub groups (like committees and or task forces).**
- **Primary audience peer groups or sub groups.**
- **Groups outside of your organization’s immediate sphere of influence or geographical area but where communications connectivity is important to the efforts of your organization.**

- Strong and frequent communications connectivity needed to a primary audience.
- Strong but less frequent communications connectivity needed to a secondary audience.

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