



Analyzing an Issue for Communication Needs

1. What is known at the present time?
Answer who, what, when, why and how.
What is NOT known? (Complicating factors?)

2. How is the public most likely to become aware of the situation? News potential?
(Consider pre-emptive vs. reactive strategy; is there a need for plan B?)

3. What is the likely reaction and impact? (consider both short and long-term potential; consider perceptual and actual possibilities)

4. What strategies could be implemented to minimize negative impact/encourage positive impact?

5. What is the time and manpower needed?

6. Who on the Senior Leadership Team (or other staff) need to be involved in framing the message?

7. What is your outcome vision?

8. What is your action plan for implementation?