

STRATEGIC COMMUNICATIONS MATRIX

RESEARCH

- 1. BACKGROUND** Planning begins with a synthesis of primary and secondary research. It provides background information on the industry, external environment, organization, product, service or issue. It includes a stakeholder analysis and segmentation study that identifies current trends in opinions, attitudes and behaviors. Resources such as staffing, facilities and intervening publics are also identified.
- 2. SITUATION ANALYSIS** The situation analysis consists of two paragraphs. The first paragraph is a statement of the current situation and a description of the challenge or opportunity based on research. The second paragraph identifies potential difficulties that could impede success.
- 3. CORE PROBLEM/ OPPORTUNITY** The core problem/opportunity is a one-sentence statement of the main difficulty or prospect including likely consequences if not resolved or realized.