



Fig. 5.1 Communication Planning Model. Original graphic, Richard Jurin

### 5.2.1 Problem Statement

Communication campaigns are launched in response to specific issues, problems and needs. Issues are wonderfully multidimensional, so planning must be too. A planning process begins with a thorough analysis of the subject to be addressed. During issue analysis, record as much detail using descriptors about each of the issues components as you can. Try to concisely define the frame. After careful consideration and exploration

Source:

"Environmental Communication: Skills and Principles for Natural Resource Managers, Scientists, and Engineers". (2nd ed). Springer, London. The book (available electronically through the UQ library website) explains in more detail how to do each step.