



**BEYOND
COVID-19**

**ISSUE ANTICIPATION
FOR 2022**

**YANKEE/PRSA
NOVEMBER 16, 2021**

Your Moderators

- **Robin Schell, APR, Fellow PRSA**
- **Stacey Smith, APR, Fellow PRSA**

JACKSON
JACKSON
& WAGNER

Your Panelists

Vanessa Stafford

Vice President, Communications
NH Hospital Association

Rosalynne Whitaker-Heck, APR

Professor and Associate Provost,
Champlain College Burlington, VT.

Jayne Simoes

President, Louis Karno & Company

Three Steps to Anticipating Issues

Step 1: Issue Identification

Identify 5-10 priority issues to track

- ✓ Scan (social and mainstream media, etc.)
- ✓ Network (within local community)
- ✓ Use internal issue anticipation teams
- ✓ Communicate (with other in industry)

Step 2. Issue Analysis - 5 Categories

Latent

Emerging

Hot

Fallout

Association

Brainstorming Potential 2022 Issues

- *Key issues keeping you up and leadership up at night?*
- *How are you preparing for potential crisis situations - from a communications and operational standpoint?*
- *Your biggest internal weaknesses when handling a crisis? How do you prepare for them?*

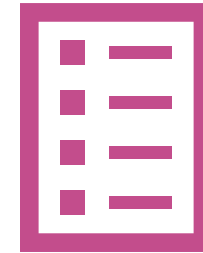
Step 3. Issue Response Strategy



Brainstorm *realistic strategy options*



Write *scenarios* of possible futures (include decision tree)



Build templates with key info

Template Content

Strategic Considerations

Core Messaging

Key Questions

Crisis Comms team make-up

Key resources in support of CC team

Decisionmaker(s), Spokesperson

Key audiences

Communication methods/vehicles

Necessary logistics



Discussion Questions

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